

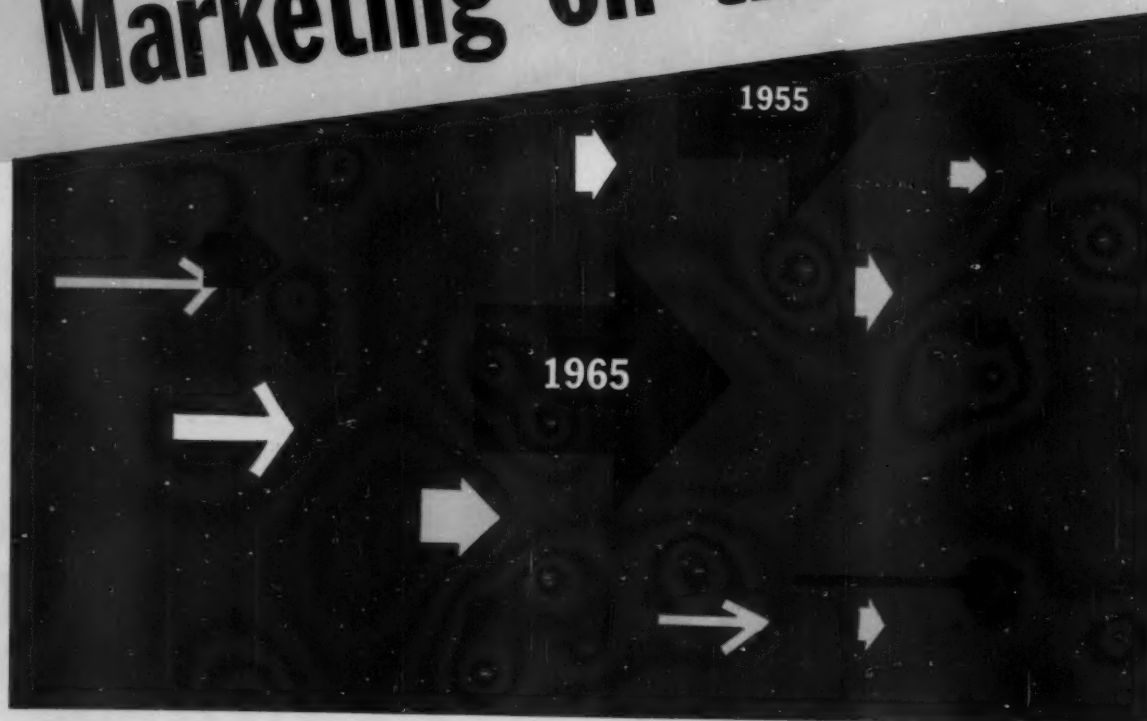
Sales Management

THE MAGAZINE OF MARKETING

Where will your business be in 1956—and in 1965? The trends disclosed in this issue in population, sales and income — nationally by states, counties and cities, metro areas — will help you prepare for success.



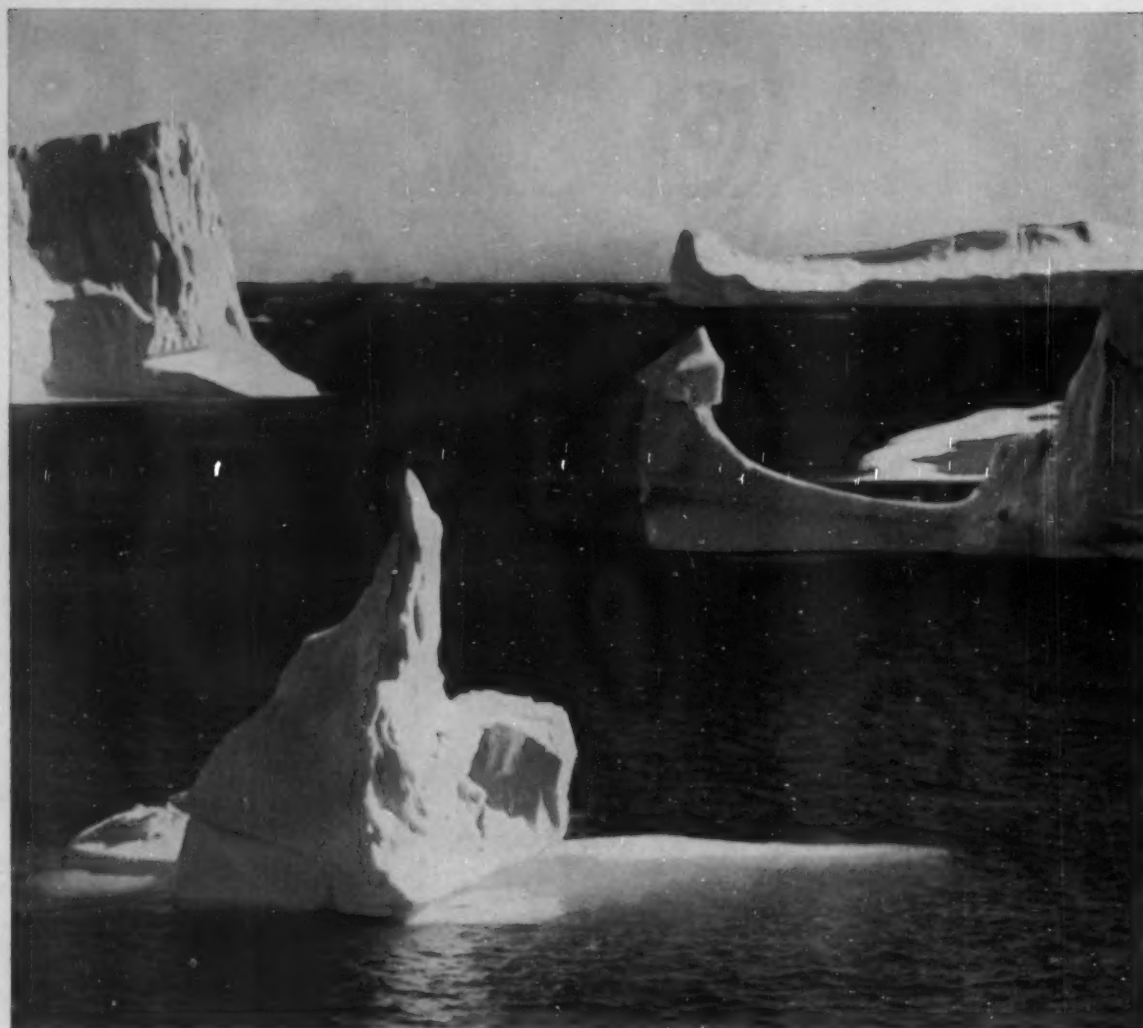
Marketing on the Move



ONE DOLLAR

A BILL BROTHERS PUBLICATION

NOVEMBER 10, 1955



Ideas are something like icebergs . . .

Up to 90 percent of them are usually hidden—unseen and unappreciated.

Your ideas will be seen clearly, will be understood and will get better acceptance if you have competent help on your program—
—from creative planning all the way through to presentation in the field.

One responsibility . . . one accounting . . . complete facilities under one roof . . . this is how Jam Handy One-Stop Service is set up.

To get your idea across . . . start out right, with a call to

The **JAM HANDY** *Organization*

TRAINING ASSISTANCE • MOTION PICTURES • SLIDEFILMS • DRAMATIZATIONS • VISUALIZATIONS • PRESENTATIONS

OFFICES

NEW YORK 19
1775 Broadway

HOLLYWOOD 29
1482 Hollywood Place

DETROIT 11
2821 E. Grand Blvd.

DAYTON 2
318 Talbot Bldg.

PITTSBURGH 22
Gateway Center

CHICAGO 1
230 North Michigan Ave.

All postmarks are actual reproductions. Post offices mentioned in the text really exist.



Just \$1 per town per year buys a big-space Grit campaign

To greatly Prosper (Minn., S.Dak., Tex.), the Sellers (Ala.) of consumer goods must approach every Prospect (Ala., Ky., N.Y., Ohio, Oreg., Pa., Tenn., Va.).

And there's just one easy, economical way to reach all the Prospects, as well as prospects in 16,000 other *nonsuburban* small towns throughout the nation.

That's to advertise in Grit.

Grit is unique. It's down to earth as a white-washed fence, practical as a teakettle, warmly regarded as a village corn roast. It is friend and counselor to some 3¾ million small-town people who depend on it to keep them up with the world. Every week, it gives them important news, rousing fiction, wholesome entertainment, and useful advice about everything from cooking and bringing up a family to repairing the roof. Grit is the only

general publication with a checker problem in every issue.


With all this, it's no wonder that Grit delivers by far the greatest circulation concentration of all national publications in towns of 2500 and less (the exact figure is 58.54%).

And it's no wonder that Grit really *sells* this hard-to-reach but eminently worth-while market. Twenty years of research documents this point to a fare-thee-well.

So don't let gaps in places like Gap (Pa.) slow up *your* sales achievements. Hammer (S.Dak.) your story Home (Kans., Pa.) to 16,000 small towns in Grit. A consistent, large-space campaign is yours for as little as \$1 per town per year!

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco





MILWAUKEE a million big

and growing fast

Milwaukee has been growing at the fastest rate in its history—pushing through the old standard metropolitan area boundary for space to accommodate more than 8,000 new homes a year, more than 80,000 since 1945. Building contracts in the county last year totaled \$254,000,000, or eight times the volume of 1945.

Now in a compact urbanized semicircle within 12 to 15 miles of the downtown lake shore, Greater Milwaukee has a MILLION population—a gain of nearly 200,000 in ten years.

The \$2 billion net income here provides a family average exceeding all

but three of the nation's 25 largest metropolitan areas—according to both the Bureau of the Census and Sales Management Survey of Buying Power.

Retail sales in this Greater Milwaukee area alone total \$1.3 billion. In the ABC Retail Trading Zone—the delivery service area of Milwaukee's major stores—the total exceeds \$2 billion. This is 48% of all Wisconsin sales, and more than the total retail business in any one of 20 entire states.

In this compact market The Milwaukee Journal is read in three times as many homes as any other newspaper, six times as many as any magazine.

THE MILWAUKEE JOURNAL

National Representatives, O'Mara & Ormsbee, Inc.

New York Chicago Detroit Los Angeles San Francisco

Sales Management

VOLUME 75

NO. 11

NOVEMBER 10, 1955

EXECUTIVE OFFICES: 386 Fourth Ave., New York 16, N.Y., LExington 2-1760

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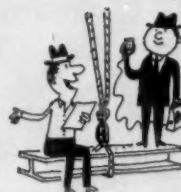
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Magnetic Tape in Business

By Paul Jansen
Sales Manager



ANXIOUS TO CUT RED TAPE in your sales department? Maybe you can profit from this idea used by a midwest construction machinery manufacturer. Its sales engineers carry tape recorders with them on sales trips

to large construction projects—bridges, dams, highways, etc. Bids on construction machinery are worked out and all details tape recorded on the spot.

Salesmen mail tapes to the home office, where bids are typed on official stationery, signed by top management and rushed back to the field representative. This enables company salesmen to present official bids in a hurry, without the aid of a secretary or public stenographer.

SALES TRAINING PROGRAMS can be greatly simplified, made more effective, too, by the addition of magnetic recording tape. Orientation talks, product demonstrations, sales pitches are often more easily absorbed by trainees when they are recorded on tape because such talks can be repeated word-for-word whenever necessary—at the touch of a button. Not only that, tape recordings can be played thousands of times with no loss of fidelity and never develop annoying surface hiss or scratch like disc recordings.



YOU'LL BE HEARING A LOT about a revolutionary new recording tape with a super-sensitive magnetic surface. It's "SCOTCH" Brand Extra Play Magnetic Tape 190, the latest sound miracle from the laboratories of the world's leading manufacturer of coated tapes. This remarkable magnetic tape offers you 50% more tape on a standard size reel... as much recording time as you find on 1½ reels of conventional tape. Try it for your longer recordings—conventions, speeches, radio programs.

HOW CAN MAGNETIC TAPE HELP YOU? I'll be glad to offer you some suggestions if you'll drop me a line. Our booklet "Sound



Ideas" offers plenty of valuable ideas for the use of magnetic tape in sales management. For your free copy just drop me a line—c/o Business Division, Dept. FV-115, Minnesota Mining and Manufacturing Company, 900 Fauquier Ave., St. Paul 6, Minnesota.

The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y.

SALES MANAGEMENT, with which is incorporated PROGRESS, is published semi-monthly on the first and fifteenth except in May, September and November when it is published on the first, tenth and twentieth. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 386 Fourth Avenue, New York 16, N. Y.

Outpulled 10 publications, says...

EXECUTIVE OFFICE
ROCHESTER, N. Y.
SALES OFFICE AND FACTORY
ROCHESTER, N. Y.

PHOTOSTAT CORPORATION PHOTOSTAT

303 STATE STREET, ROCHESTER 14, N. Y.

Advertising Manager,
The Wall Street Journal
44 Broad St.,
New York, N. Y.

Dear Sir:

I have been considerably interested in our advertisements in your splendid newspaper, which have been running for several months now.

I just got a compilation of facts in regard to this which I think will be pleasing to you. Incidentally, this is our first attempt at national advertising in other than strictly trade papers.

We picked eleven national publications, both weekly and monthly, for our first go-around, and I have before me a list of the actual sales traceable to these advertisements only. The total actual sales amounted to 373 pieces of apparatus during a period of 90 days, and it is actual sales we are interested in -- not number of inquiries. Of these actual sales, 161 resulted from advertisements in your newspaper alone. The other 212 were scattered among the other ten.

I thought this high percentage might be of interest to you.

Yours very truly,

H. W. Niven
H. W. Niven
President

HWN-IC

Designed for Leadership

The Wall Street Journal's advantages as an advertising medium are built in. The Journal's outstanding daily business news reports ... and its thorough and accurate coverage, are geared for businessmen who don't and won't wait for slower information. Is it any wonder that so many advertisers are able to report faster and greater results from Journal advertising?

Circulation: 376,426

THE WALL STREET JOURNAL

Published at

NEW YORK
44 Broad St.
DALLAS
911 Young St.

CHICAGO
711 W. Monroe St.
SAN FRANCISCO
415 Bush St.

Sales Management

EXECUTIVE OFFICES
New York 16, N. Y.

386 Fourth Ave.
LEXington 2-1760

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Pacific Coast
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Santa Barbara, Calif., WOODland 2-3612.

Philadelphia
Philip Harrison, 1212 Chestnut Street, Philadelphia
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SUBSCRIPTIONS

DIRECTOR.....R. E. Smallwood
ASSISTANT DIRECTOR SUBSCRIPTION MGR.
Edward S. Hoffman C. V. Kohl
\$8.00 a year; Canada \$9.00; Foreign, \$15.00

SALES MEETINGS

Issued as Part II of SALES MANAGEMENT,
January, April, July, October, November. Editorial
and production office: 1212 Chestnut Street, Phila-
delphia 7, Pa., KINGSley 6-3545; Philip Harrison,
General Manager; Robert Letwin, Editor.

OFFICERS

PRESIDENT AND PUBLISHER.....Raymond Bill
GENERAL MANAGER.....Philip Salisbury
EXEC. VICE-PRESIDENT.....John W. Hartman
TREASURER.....Edward Lyman Bill
VICE-PRESIDENTS.....C. E. Lovejoy, Jr.,
W. E. Dunsby, R. E. Smallwood

MEMBER



Copyright, Sales Management, Inc., 1955.

SALES MANAGEMENT



Oops!

When this stunt car took off on a non-scheduled flight, a PARADE correspondent was on the spot to get the story and an amazing sequence of action photos.

Result: More than seven in ten of PARADE's readers stopped to read about it. Making people stop, read and remember is something PARADE, the Sunday magazine does so well that independent surveys show it is the best read magazine in America, bar none.

To advertisers this means twice as many readers for their dollars in PARADE as in the big weekly magazines.

No doubt about it: To give sales a boost, to make dealers happy . . . PARADE has what it takes!

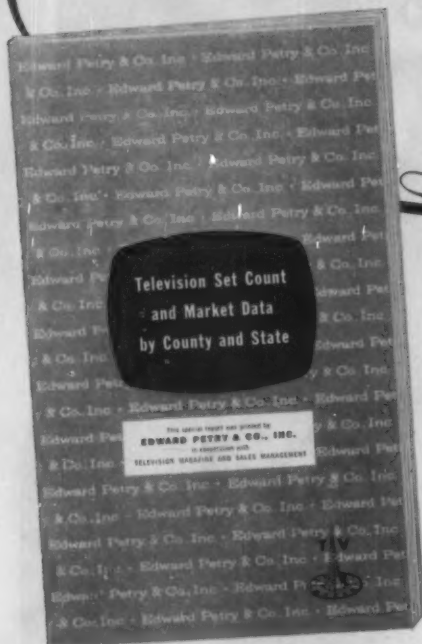


PARADE...the Sunday Magazine Section of more than 50 fine newspapers in as many key markets ... with more than fifteen million readers every week.

NOVEMBER 10, 1955

Presenting

The New Petry Pocketpiece of TV Market Data



*Now available to
Executives and Personnel
of Advertisers and Agencies*

THIS handsome new research tool provides you with updated TV set count and market data on each of the 3,071 U. S. Counties.

For the first time in handy booklet form you will have *Television Magazine's* latest TV family estimates combined with *Sales Management's* 1955 Survey of Buying Power data on Population, Families and Retail Sales.

You'll find the county-by-county, state and regional breakdown an effective aid in your national and regional TV advertising planning.

TO GET YOUR COPY OF THIS HELPFUL TV MARKET FACT BOOKLET, CALL OR WRITE YOUR NEAREST PETRY OFFICE.

TELEVISION STATIONS REPRESENTED BY EDWARD PETRY & CO., INC.

WSB-TV	Atlanta	WSM-TV	Nashville
WBAL-TV	Baltimore	WTAR-TV	Norfolk
WFAA-TV	Dallas	KMTV	Omaha
KOA-TV	Denver	WTVH	Peoria
WTVD	Durham-Raleigh	KCRA-TV	Sacramento
WICU	Erie	WOAI-TV	San Antonio
KPRC-TV	Houston	KFMB-TV	San Diego
WHTN-TV	Huntington	KGO-TV	San Francisco
WJIM-TV	Lansing	KTBS-TV	Shreveport
KARK-TV	Little Rock	KREM-TV	Spokane
KABC-TV	Los Angeles	KOTV	Tulsa
WISN-TV	Milwaukee	KARD-TV	Wichita
KSTP-TV	Minn.-St. Paul		

ABC Pacific Television Regional Network

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

SALES MANAGEMENT

EDITORIALS

You Are Revolutionaries

No group in our society makes more people dissatisfied with things as they are today than sales executives.

You make people dissatisfied because you show them how they can have a better world today.

Nothing is more basic to man than food—but every day at least one of you is coming up with an idea which makes food more palatable or easier to prepare or easier to handle.

To an American, at least, the automobile years ago ceased to be a luxury and became a necessity. But in an industry that is now more than 50 years old, you continue to make the automobile one of the most exciting, if not *the* most exciting, products offered each year to consumers.

In housing, in 1945, the big news was the ranch-type house. Now, in many parts of the country, the ranch-type style has been supplanted in public interest by the split-level house.

When we look back over the past decade, it is easy to see how sales executives in every line of business have satisfied people's desire for change, not just for the sake of change, but because the change represents an improvement in the standard of living.

Now we can look forward to the sweep of the next decade. Who among us would suggest that in what is left of 1955, as well as for the next 10 years, change is not here to stay?

The scope of the opportunities for all of us is outlined in the articles and statistics in this issue, dedicated to "Marketing on the Move."

Some of us will be stepping aside within the next decade, and turning our management functions over to other people. Shouldn't it be our fondest hope that our successors will bring to the American consumer even more changes and more benefits than we were able to achieve? And shouldn't our greatest satisfaction be in spotting and developing people with imagination and the initiative to take advantage of the marketing opportunities ahead in the next decade?

The man who is about to arrive as chief executive officer or as the top sales officer is awash in a sea of opportunity unparalleled in our history. Never have so many people been employed. Never have personal incomes been so high, nor disposable incomes so large. But success will not come by merely keeping present successful management policies intact. The greatest danger for the new manager just taking hold is fear of initiating changes of his own.

Don't Sell Yourself Short

No one has said it better than Ernest R. Breech, Chairman, Ford Motor Co:

"We have no choice, but to prepare for a major breakthrough on to a new and much higher plateau of production and consumption.

"I believe this is a time of immense opportunity for progress. We

It's Up Up Up In Hagerstown

Ten years of retail sales increases. Total now up to \$77,438,000 and still rising.

—consumers	increased by	22%
—buying income	"	64%
—retail sales	"	99%
—food sales	"	105%
—general merchandise	"	42%
—furniture & radio	"	206%
—automotive sales	"	45%
—drug store sales	"	42%

and . . .

it's still Up Up Up
in Hagerstown, Md. market

This phenomenal record exceeds Maryland state and many other area increases. *Future continued* high potential per capita sales and profits are still being forecast by these current month to month reports. Aug. 1955 is 9.1% above 1955 national average, Sept. 11.9% above and Oct. 11.4% above. Aug. 1955 is 18.9% above Aug. 1954, Sept. 1955 is 22% above Sept. 1954, Oct. 1955 is 21.4% above Oct. 1954. Advertise now in Herald & Mail, the only medium that is self merchandising to all and sells all of Hagerstown Market—distributors, dealers and consumers every day.

(Source of statistics—Sales Management)

**The Morning Herald
The Daily Mail
Hagerstown, Maryland**

(Note) See page 112 for more on this great market
National Representatives—
Burke, Kuipers & Mahoney, Inc.

Selling to Industry?

You have a running start with this issue in determining past and future ten-year trends.

For full marketing information see SALES MANAGEMENT

Survey of Buying Power

386 Fourth Ave.,
New York 16, N.Y.

You'll find this information helpful

The following market studies and research reports are available to you. Check those you want, clip to your company letterhead, and mail to Market Research Division, "U.S. NEWS & WORLD REPORT," 24th & N Sts., N.W., Washington 7, D.C.

MARKETING STUDIES

THE PEOPLE BUYING NEW AUTOMOBILES TODAY

A detailed marketing study of 18,000 buyers of new 1954 cars. Presents separate tabulations on the buyers of each of the 18 major makes as well as composite data on the entire new car market.

TRANSATLANTIC TRAVEL

A detailed marketing study of 4,668 passengers on the "Constitution" and "Independence" of the American Export Lines.

RESEARCH REPORTS

A continuing series of studies in a research project on "The Preferred Reading of the People Who Spark America." This series reports on how key leaders in business, industry, government and the professions read and rate these six magazines: Business Week, Fortune, Nation's Business, Newsweek, Time and "U.S. NEWS & WORLD REPORT." Reports in this series cover:

CLASS I RAILROAD OFFICIALS
NEWSPAPER EDITORS
LIFE INSURANCE COMPANY OFFICIALS
COMMERCIAL BANK EXECUTIVES
MEMBERS OF THE NATIONAL INDUSTRIAL
CONFERENCE BOARD
WHO'S WHO IN AMERICA
EXECUTIVES MOST IMPORTANT IN MAKING
ADVERTISING DECISIONS
OFFICIAL WASHINGTON
EXECUTIVES OF SCHEDULED AIRLINES
EXECUTIVES OF TRUCK MANUFACTURING
COMPANIES
EXECUTIVES OF AUTOMOBILE
MANUFACTURING COMPANIES
POOR'S REGISTER
EXECUTIVES OF AIRCRAFT MANUFACTURING
COMPANIES
WHO'S WHO IN COMMERCE & INDUSTRY

"USN&WR" AUDIENCE STUDIES

THE BUYING POWER OF "U.S. NEWS & WORLD REPORT" FAMILIES

A study of their incomes and liquid asset holdings.

A NON-DUPLICATION STUDY

A report showing the extent to which "USN&WR" subscribers do not subscribe to or regularly read Business Week, Time, Newsweek, Fortune, Nation's Business.

AN OCCUPATIONAL SURVEY OF "U.S. NEWS & WORLD REPORT" FAMILY HEADS

A detailed report on the positions they hold and the types of business for which they work.

For advertising with

... AMERICA'S CLASS

ESSENTIAL

Never before has it been so important and so useful to so many to know the essentials in the news. Each week, "U.S. NEWS & WORLD REPORT" digs into and comes up with the *essential* news, original news that is useful to people in their personal and business planning. Its sense of perspective and seasoned ability to report, interpret and forecast news that is *essential* and *useful* have won the deep interest and confidence of important people in business, industry, government and the professions.

USEFUL

Never before have so many of America's key leaders agreed that "U.S. NEWS & WORLD REPORT" is the magazine most useful to them in their work, and the magazine in which they place the most confidence. Their votes are reported in the continuing research studies listed on the left of this page.

HIGHEST CONCENTRATION IN MANAGERIAL MARKETS

Three out of four subscribers hold managerial



aimed at high-income people decision-making jobs

NEWS MAGAZINE COVERS THEM BEST

positions, the highest concentration of managerial men among the three major news magazines.

HIGHEST CONCENTRATION IN HIGH-INCOME MARKETS

Family incomes average \$14,462, highest of all three major news magazines. 37.5% of all families own at least two cars, with an average of 147 cars for every hundred of these car-owning families.

LOWEST COST COVERAGE OF HIGH-INCOME MANAGERIAL MARKETS

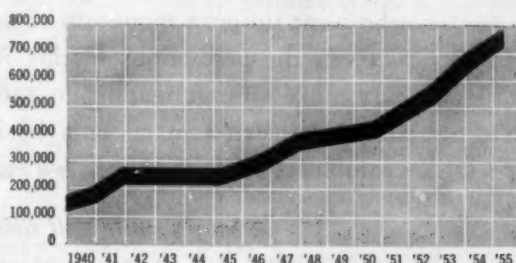
Consistent reduction of per-thousand costs with increased circulation strength enables advertisers to buy this type of high-income managerial coverage at the lowest per-thousand costs of any of the four weekly magazines in the field.

BIGGEST CIRCULATION GROWTH AND BIGGEST ADVERTISING GROWTH

Steady, consistent circulation growth, year after year, with the use of the most voluntary methods available—the biggest growth of any magazine in the field—is shown in the chart below. Advertising growth has kept pace with circulation growth. For the first half of 1955 "U.S. NEWS & WORLD REPORT"

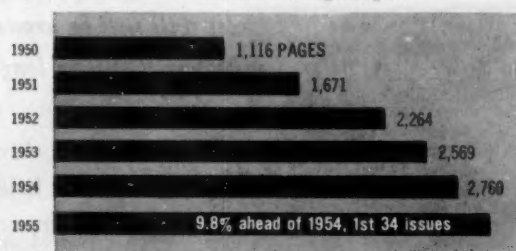
leads *all* magazines in advertising page gains. It carries more business and industrial advertising pages than any other news magazine.

CIRCULATION GROWTH—measure of reader acceptance



Source: Based on comparisons of publisher's statements to the Audit Bureau of Circulations.

ADVERTISING GROWTH—measure of selling strength



Source: Publishers Information Bureau

America's Class News Magazine

**Now more than 725,000 net paid circulation . . . a market
not duplicated by any other magazine in the field**

Advertising offices at 30 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, and Washington.

T HESE ... WE DARE TO PREDICT!

Predictions, come what may, are chancy things. There is a man we know who bet on the Yanks. There was a man named Malthus who had a theory about population. There is a man who went up on a mountain to see the end of the world.

Even the predictions in this issue, we venture to predict, may make strange reading in 1966.

So what can a man—or a business—be sure of, about the years ahead? These things, we think:

*A baby's smile will still be sweet
A mother's love will still be strong
A house will still be good to come home to
A man will still find strength in his friends
Taxes will still be around to be paid
A book will still be long remembered*

—and an advertisement that brings its readers an idea that will make their lives simpler, or easier, or happier, or more rewarding will still *find* readers—and lead to sales. *These things we dare to predict!*

BBDO

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Advertising

NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE

should all plan accordingly. The so-called market of the future, the big boom we have all been anticipating for the early 1960's, is no longer a distant dream."

Breech, who came to Ford in 1946, when it was on the verge of losing \$50 million in the midst of a sellers' market, was in the happy position to report on November 1 that in 1955 Ford's profits will exceed the combined profits of the years 1919 through 1939!

"We at Ford believe that a great many people, including businessmen, may have failed to gauge accurately the tremendous changes that have been taking place in our American economy, and are underestimating the potential that lies ahead of us."

Are you?

Pick Your Expert

The future has always been a mystery to man. Of course, today we can gauge it, predict it and measure it with far greater accuracy than we could in the past. Nevertheless, we are not infallible—neither are the experts whose articles appear in this special issue. For example, there are three predictions of what the gross national product will be in 1965:

Sumner H. Slichter predicts: \$570 billion.

Robert J. McFall forecasts: \$500 billion.

Peter B. B. Andrews: \$550 billion.

The gross national product in 1954 was \$360,474,000,000, and it is expected, at the rate it is currently running, that GNP for 1955 will be about \$387 billion.

Among other key factors, the rate of population increase will have a great deal to do with the gross national product for 1965. As the Census Bureau so clearly points out, (page 42) the rate of increase in population will depend on what Mr. & Mrs. America think about their individual future and what they decide to do about it. So the various experts come up with different guesses as to what the population in the United States will be in 1965:

The Census Bureau:

186.3 million people or 190.3 million people or 193.4 million people.

SALES MANAGEMENT's projection: 188,593,000 people.

Future Sales Ratings Board guesses 194,500,000 people.

The significant thing about each of these projections, or forecasts, is the uniform optimism. No one suggests that the country is on a plateau or that the rate of growth in the country in the next 10 years will be anything short of phenomenal.

How to Share the Wealth

Will management, as suggested on page 70 by one labor union official, resist sharing the fruits of the anticipated prosperity between now and 1965?

Traditionally, unions wring concessions from a reluctant management. But it is not always so. The peaceful redistribution of income in the United States in the past decade should astound Communists. But the amount of income to be split always is fixed by the amount sold and the amount produced.



Take the True Pulse of your Medical Market with the qualified help of the **STATE MEDICAL JOURNALS**

RECEIVED BY ninety percent of the physicians in State Medical Societies. Read early, regularly and with cordial attention. Scientifically respected. Locally influential. Viewed with the confidence inspired by high standards in both editorial and advertising columns. Consistently used by most successful medical manufacturers, whose advertising investment returns are most carefully calculated.

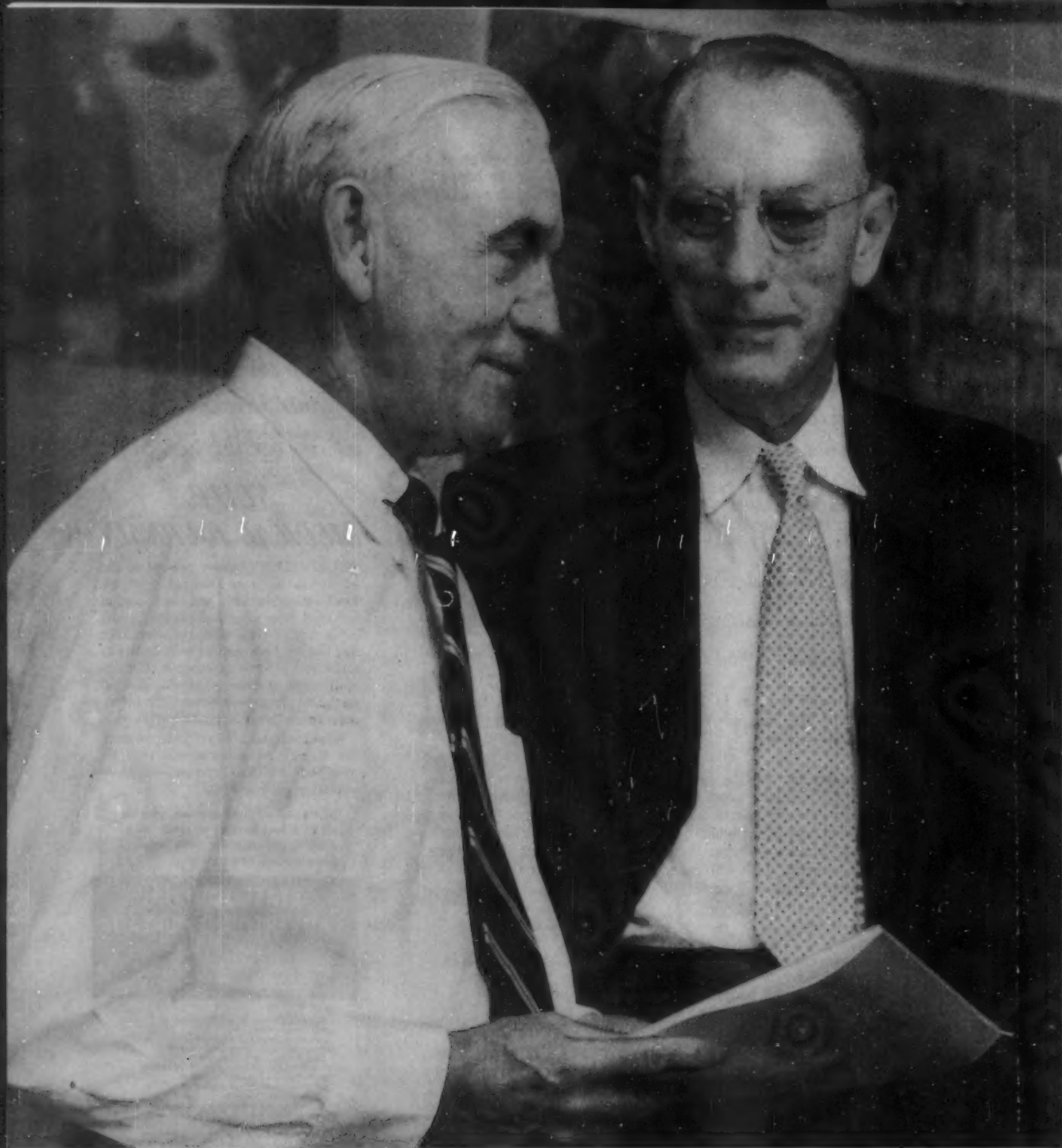
What media are better qualified to reach the doctor's relaxed attention than his own State Medical Journals — high in interest, readily accepted!

YOUR LIST of State Journals, whether all or a few, handles as ONE PACKAGE — one contract, one original plate per ad, one statement.

STATE JOURNAL ADVERTISING BUREAU

of the
American Medical Association
535 N. DEARBORN ST., CHICAGO 10, ILL.

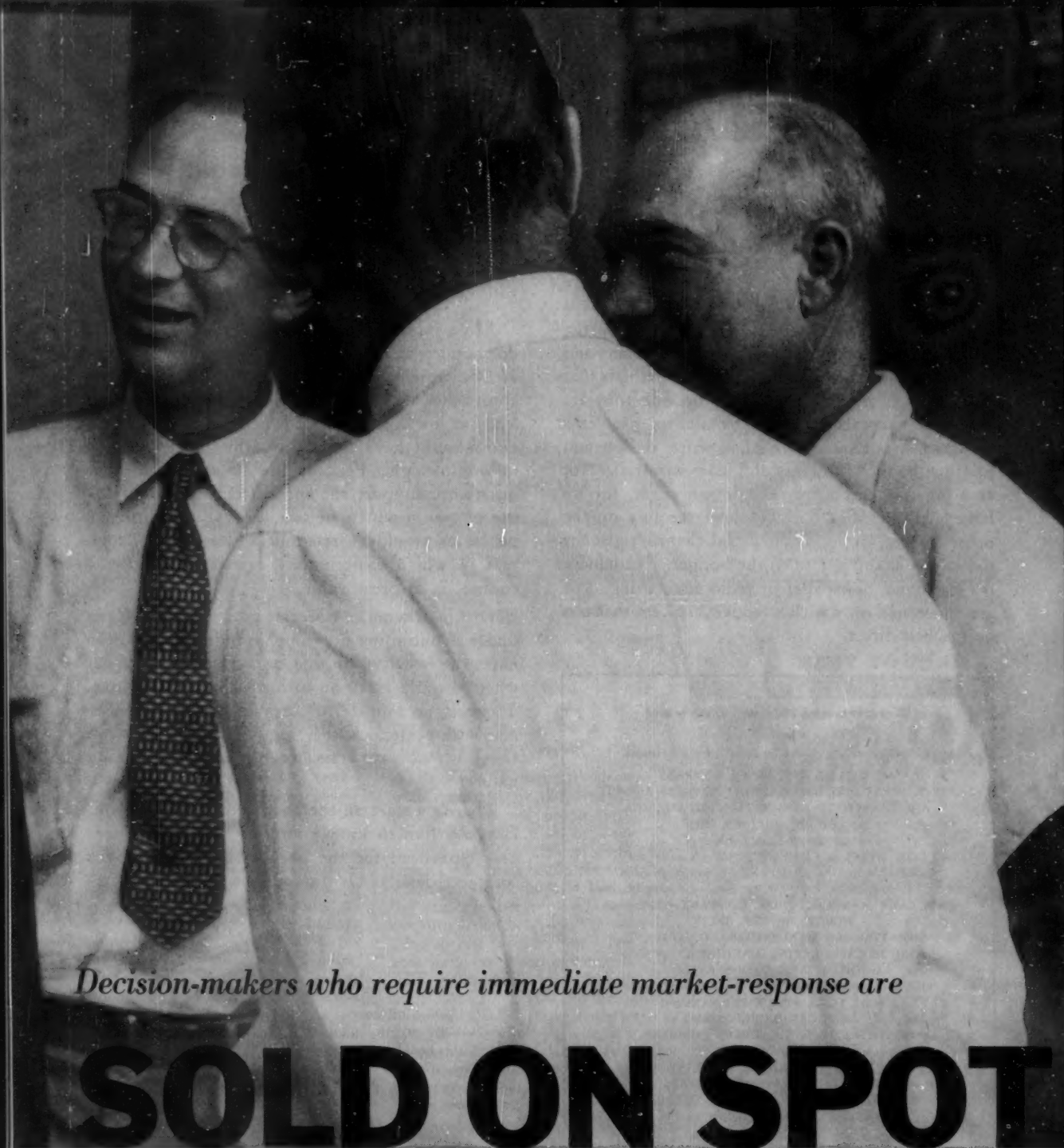
ALABAMA—Journal of Med., Assn. of
ARIZONA—Medicine
ARKANSAS—Med. Soc., Journal of
CONNECTICUT—State Med. Journal
DELAWARE—State Med. Journal
DISTRICT OF COLUMBIA—Med. Annals of
FLORIDA—Med. Assn., Journal of
GEORGIA—Journal of Med. Assn. of
HAWAII—Med. Journal
INDIANA—State Med. Assn., Journal of
IOWA—State Med. Soc., Journal of
KANSAS—Med. Soc., Journal of
KENTUCKY—State Med. Assn., Journal of
LOUISIANA—State Med. Soc., Journal of
MAINE—Med. Assn., Journal of the
MARYLAND—State Medical Journal
MICHIGAN—State Med. Soc., Journal of
MINNESOTA—Medicine
MISSOURI—Medicine
NEBRASKA—State Med. Journal
NEW JERSEY—Journal of Med. Soc. of
NORTH CAROLINA—Med. Journal
OHIO—State Med. Journal
OKLAHOMA—State Med. Assn., Journal of
PENNSYLVANIA—Med. Journal
ROCKY MOUNTAIN—Med. Journal
(Colo., Utah, Wyo., New Mex., Mont.)
SOUTH CAROLINA—Med. Assn., Journal of
SOUTH DAKOTA—Journal of Med.
TENNESSEE—State Med. Assn., Journal of
TEXAS STATE—Journal of Med.
VIRGINIA—Med. Monthly
WEST VIRGINIA—Med. Journal
WISCONSIN—Med. Journal



*Florida Citrus Commission
and its agency,
Benton & Bowles, Inc.,
are Sold on Spot as a
basic advertising medium*

To move Florida fruit, processed or fresh, the Florida Citrus Commission puts more than 50% of its advertising budget into Spot Television. The use of day and night Spot in seasonal drives provides them with flexibility, economy and impact in selected mass audience markets.

Spot Television and Spot Radio can sell for you, too . . .
whatever your product, whatever your desired audience group.



Decision-makers who require immediate market-response are

SOLD ON SPOT

An NBC Spot Sales Representative will show you how Spot can deliver your sales messages in twelve major markets, accounting for 45% of the nation's retail sales.



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Atlanta*, Dallas*

*Bomar Lowrance Associates

From left to right, above, TOM SWANN, Chairman Advertising Committee, MARVIN H. WALKER, Vice Chairman, PAUL S. PATTERSON, Director of Advertising, Florida Citrus Commission; (back to camera), HARRY WARREN, Vice President, Benton & Bowles, in charge Florida operations; and ROBERT C. WOOTEN, Chairman, Florida Citrus Commission.

representing radio stations:

WMAQ Chicago, KNBC San Francisco, KSD St. Louis, WRC Washington, D. C., WTAM Cleveland, KOMO Seattle, WAVE Louisville, KGU Honolulu, Hawaii, WRCA New York and the NBC WESTERN RADIO NETWORK

representing television stations:

KONA-TV Honolulu, Hawaii, WRCA-TV New York, WNDQ Chicago, KRCA Los Angeles, KSD-TV St. Louis, WRC-TV Washington, D.C., WNEK Cleveland, KOMO-TV Seattle, KPTV Portland, Ore., WAVE-TV Louisville, WRGB Schenectady-Albany-Troy.

Just what the Devil **DOES Dickie-Raymond DO?**

First of all, we specialize in direct advertising and sales promotion. We write sales letters and mail campaigns, using techniques and methods that bring greater assurance of results because they are based on 34 years in getting results on problems similar to your own. We plan, write, design and produce booklets, folders and sales material. Not as a creative printer would design them, for we have no presses to feed. Instead, we buy on the open market, designing material that is right for the sales job and priced to the budget. We handle no magazine, newspaper or radio advertising. We are concerned only with selective markets that can be reached direct.

Accounts Now Served

This is a partial list only.

Names of other well-known companies, on request.

AETNA LIFE INSURANCE COMPANY
AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
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AMERICAN AIRLINES, INC.
BROWN COMPANY
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EASTMAN KODAK COMPANY—Industrial Division
GENERAL ELECTRIC COMPANY—Air Conditioning Division
THE GRAY MANUFACTURING COMPANY—Audograph
HEWITT-ROBINS, INC.
IRON FIREMAN MANUFACTURING COMPANY
MONROE CALCULATING MACHINE COMPANY
MOODY'S INVESTORS SERVICE
THE NATIONAL SHAWMUT BANK OF BOSTON
NEW YORK STOCK EXCHANGE
PAN AMERICAN WORLD AIRWAYS
PEPPERELL MANUFACTURING COMPANY
PITNEY-BOWES, INC.
PLYMOUTH CORDAGE COMPANY
RAILWAY EXPRESS AGENCY, INC.
SHERATON CORPORATION OF AMERICA
SYLVANIA ELECTRIC PRODUCTS INC.
TUNG-SOL ELECTRIC INC.
UNITED STATES ENVELOPE COMPANY
THE WALL STREET JOURNAL
ZURICH INSURANCE COMPANY

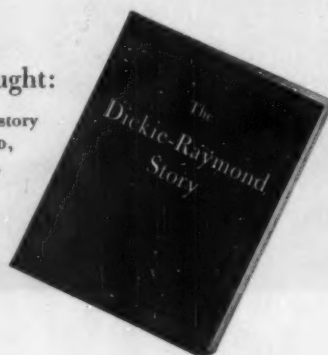
More important than individual assignments is our service to clients on the total sales problem. If the objective is sales leads, we know the approaches and strategies that will produce sales leads at low cost. We know, too, what the salesman should have under his arm to help him in follow-through. Perhaps the problem is dealer-distributor support, the announcement or publicizing of new products or services, the cementing of public or employee relations. These are all matters in which experienced, specialized, outside counsel is of great value.

Dickie-Raymond operates on a fee basis. Even under a continuing full-time arrangement, you can have the services of this organization for about what it would cost you to hire a junior executive. There is no long-term contract—only a gentleman's agreement. Other fee plans are offered for those whose problems are not of a continuing nature.

There's a start on the answer to your question. If you'd like to know more, write on your business letterhead for the booklet below that gives complete details. Or pick up the telephone.

Facts for Thought:

If you'd like the full story of DICKIE-RAYMOND, send for this booklet. No obligation—but please make request on your company letterhead.



**THERE'S
ONLY ONE**

Dickie-Raymond

Sales Promotion Counsel • Direct Advertising

NEW YORK
225 Park Avenue
MUrray Hill 4-3610
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470 Atlantic Avenue
HAncock 6-3360
NEW HAVEN
109 Church Street
SPruce 7-6436

LETTERS TO THE EDITORS

RAILROADS STOP, LOOK, LISTEN...

Answer Reader Cox's Beefs About Rail Travel Card Plan

No Deposit: Convenient for More People

EDITOR, SALES MANAGEMENT:

We indeed appreciate the article on the Rail Travel Card which appeared in the September 1 issue of SALES MANAGEMENT ("Railroads Try It Again: Travel Credit Card," p. 39), as well as the opportunity to comment on the letter from Mr. L. M. Cox of Employers Mutual Liability Insurance Co., Wausau, Wis. (Letters, Nov. 1, p. 17.)

When we and a number of the Eastern lines went back into the arrangement effective August 1, it was decided by the 40-some roads participating in the plan to make no changes in the basic method of operation at that time. This does not mean, however, that one or more of the ideas advanced by Mr. Cox may not receive serious review and possibly be adopted after we have had the benefit of a little more experience with a credit operation under present-day conditions.

No consideration was given to requiring a deposit since it was the desire to make the credit plan as simple as possible and easily obtainable by the person of limited means, subject, of course, to a proper credit rating. Admittedly the Rail Travel Cards are honored for small items, including their use in dining cars, but as a convenience and service to the public we felt it worth-while to incur the accounting costs involved. A Chicagoan stranded in New York with no cash but with a Rail Travel Card can not only secure his rail transportation and sleeping accommodations but also his meals enroute home. We like to feel that the Travel Card can be of a real service in such emergencies.

It is quite possible that in the future some new type of card with an imprinting device may be substituted for the present card. The supplying of these imprinters at the many ticket offices on a large railroad involves a substantial cash outlay, and here again we felt that we would first like to see how the card is received and to what extent it is used before investing in this equipment. We might point out,

however, that there is a definite limit to the number of "plate" cards that can be carried in a wallet.

Centralized billing may well be a later development. We question whether it would provide any economies for the participating railroads, but it would be somewhat more convenient for the Rail Travel Card holder. On the other hand, the great majority of Credit Card holders no doubt purchase almost all their transportation at their home ticket office, despite the fact that their trips may be over a number of railroads. These people receive but one bill from the railroad issuing the transportation.

J. M. Symes, President

The Pennsylvania Railroad Co.
Philadelphia, Pa.

Signing for Meals: Old American Custom

... The present arrangement is well explained in the article. It is true, of course, that people customarily carry enough cash to meet taxi fares, meals and similar items, but signing for meals while registered at a hotel is a procedure of long standing and the use of credit cards in restaurants has become quite common. Also, airline fares include meals and, therefore, credit cards issued by airlines are in reality being honored for meals. Accordingly, it is quite natural that if a railroad travel credit card is to serve an over-all purpose, it should be honored for meals and beverages on trains. This is particularly true for transcontinental passengers who spend at least one full day and frequently several days on the same train. Many businessmen prefer this method for tax purposes.

On the Northern Pacific we are using every proper sales method which has a tendency to increase the sale of our "product." This includes good "merchandise" in the way of modern sleeping cars and coaches, attractive lunch cars for both coach and sleeping car passengers, complete dining car service and also the lunch counter type of meal.

(continued on page 17)

It's Understandable and it's right to buy THE NEW BUY, TOO

It is easy to understand why advertisers are not covering the Boom Florida Market unless they use The All-Florida Magazine, too. Nearly one-third of all the families in Florida read this new magazine. Distributed with 30 Florida newspapers it reaches more than 300,000 families in markets not covered by any other publication (newspaper or magazine) printed or distributed in Florida.

It's easy with one order, one billing at low cost.

Now full color advertising is available... Produced by the New Perry Process.

This new method of printing direct from original magnesium engravings on quality stock enhances the value of the New Buy.

We require the same material for full color reproduction as that furnished to rotogravure magazines.

THE ALL FLORIDA
WEEKLY MAGAZINE
OCALA, FLORIDA
Represented Nationally By
JOHN H. PERRY ASSOCIATES

RENT YOUR CAR OR LEASE A FLEET FROM NATIONAL

... In all principal cities here and abroad... consult your 'phone directory under "NATIONAL". Write for courtesy card and directory to:

NATIONAL CAR RENTAL SYSTEM, INC.
1209 WASHINGTON AVE., CE. 1-9208, ST. LOUIS 8, MO.



I read it
regularly

O. E. Jones, Exec. Vice Pres.
Swift & Co.
Chicago, Illinois

Here's another of the 284,706* corporate officers and titled executives who read The Rotarian, 90% of whom buy material, equipment, supplies or services for their firms.

The Rotarian

1600 Ridge Ave., Evanston, Ill.
*313,889 average net paid ABC Dec. 1954

Can you help Supermerchants like Ebenreiter move \$10 billion* worth of lumber and building materials?



Robert H. Ebenreiter, President
Ebenreiter Lumber Co.
Sheboygan, Wisc.

They're Prime Prospects for materials handling equipment

Here's a typical BSN-reading lumber and building material super-merchant. Observe the size and scope of his physical plant, and an accompanying pictorial idea of the materials handling equipment he needs in his ever expanding retail operation.

Ebenreiter is one of more than 20,000 BSN dealer readers who do 88.2%* of the industry's \$10 billion annual sales volume—their sales average nearly \$500,000 . . . many of them in the millions.

They are the preferred one-stop purchase source of 100,000 professional contractor-builders, plus 46 million hobby and do-it-yourself minded families and farmers.

If you are looking for a ripe and ready new market for a wide range of materials handling equipment—loaders, stackers, conveyors, trucks, etc., ask the BSN man who calls on you for detailed data concerning the \$10 billion lumber and building material market. Or write for "How to Sell Today's Building Material Supermerchant," and judge for yourself.

BUILDING SUPPLY NEWS

5 SOUTH WABASH AVE., CHICAGO 3

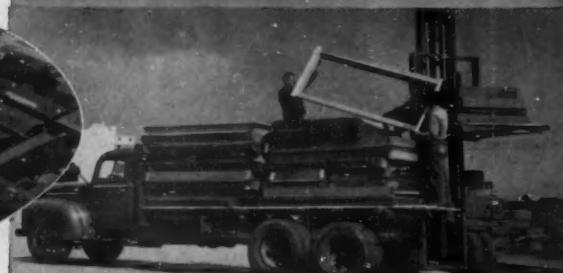
FIRST with readers
FIRST with advertisers
FIRST in editorial excellence
FIRST in industry services
FIRST in dealer buying power
LOWEST in advertising cost

always the **FIRST**
dealer merchandising publication

1st



Ross 10,000-lb. fork lift, ready to move 1" x 8" timbers from pile. (right) Yard man positioning Hydra-wedge between timbers.



Lift trucks like this "Gerlinger" unit meet the dealer's dual need for yard loading and on-job unloading.



Millions of board feet of lumber like this must be loaded, piled, unpiled and reloaded quickly and economically if customers are to be properly served and if dealer is to profit.

This 5,000-lb. Clark Hi-Lo Stacker is used primarily for warehouse handling of packaged flooring, shingles, plywood, plaster board, and the hundreds of other home-building and home-making products.



Portable conveying equipment like this "Rapistan" wheel conveyor has a variety of uses in the modern lumber and building material operation.



Here's an idea of the range in size and capacity of materials handling equipment used by BSN dealer Ebenreiter.

Here's a typical materials loading operation—lift truck to motor truck—out of the warehouse, on to the job.

LETTERS

For the benefit of travelers on the North Coast Limited we have recently added stewardesses, all of whom are registered nurses.

To these services, therefore, it is only natural that we should add the convenience of credit cards.

Robert S. Macfarlane, President
Northern Pacific Railway Co.
St. Paul, Minn.

Plan Represents "Best Thinking" To Date

... Mr. Cox has presented some logical arguments in favor of the deposit plan employed by the airlines, as well as certain other suggestions that he feels would improve and solidify the Rail Travel Credit arrangement, which were thoroughly discussed and some of them received support from the New York Central.

The plan, as finally adopted, represents the best thinking of the 47 carriers party thereto and we believe it important that the arrangement have unanimous approval, thus insuring uniformity of procedure.

Suggestions for improvement of the service are, of course, always welcome and we are sending a copy of Mr. Cox's letter to the Rail Travel Credit Agency for further consideration of the member lines.

Alfred E. Perlman, President
New York Central System
New York, N. Y.

"Nothing being left undone"

... The suggestions offered [by Mr. Cox] are appreciated and I can assure you that nothing is being left undone that will be of definite benefit to our patrons provided, of course, that it can be reasonably accomplished.

A. E. Stoddard, President
Union Pacific Railroad Co.
Omaha, Neb.

"\$2 meal today, \$200 ticket tomorrow"

... With reference to Mr. Cox's first point, I would like to say that railroads essentially are in the mass transportation business, and to compete successfully for that business, they must appeal to the rank and file. It seems to me that to assume only those people who can afford to deposit \$100 or more for a credit card are serious about using a credit card is ruling out a vast potential market.

(continued on page 19)

The \$90,000,000,000⁰⁰ Answer!



(left) Industrial Ratio Map of U.S.
Area of each state in exact ratio to its industrial value.
M.P.A. covers "The Heart!"

Offers Richest Prize in Your Nation-wide Industrial Sales Program

Which industrial market rates your "sunday punch"?

One answer: The world's greatest, "The Heart of Industrial America," valued at well over 90-billions and pyramiding rapidly higher. Big industry—worth selling in a big way.

What constitutes a "sunday punch" in The Heart?

One answer: Your most direct sales effort, spearheaded by on-the-spot advertising certain to reach the key men who buy what you sell.

Only ONE does it in "The Heart": M.P.A.! Guaranteed, exclusive 100% "buyer" coverage at the essential local level. "Most read" by choice (nat. pub. survey), "must" reading by necessity (Off. Org. Area P.A. Assoc'ns). All this at low, regional rates. Top space-value of its kind for audience selectivity, readership and results in your #1 industrial market. Get into the next issue. Send for rates and data.



A few of the "national" advertisers who use over 50% of the space.

Dupont
U. S. Steel
Republic
Ohio Gear
Nicholson File
Assoc. Spring
Nat'l Mailboxes
Wickwire-Spencer

Roebing's
Tube Turns
Chase Brass
Bridgeport
Scovill Brass
American Brass
Nat'l Screw
Reliance Elec.

Standard Oil
Cities Service
American Box
Hinde & Deuch
Robt. Gair
Osborn Brush
Ohio Injector
Blaw-Knox

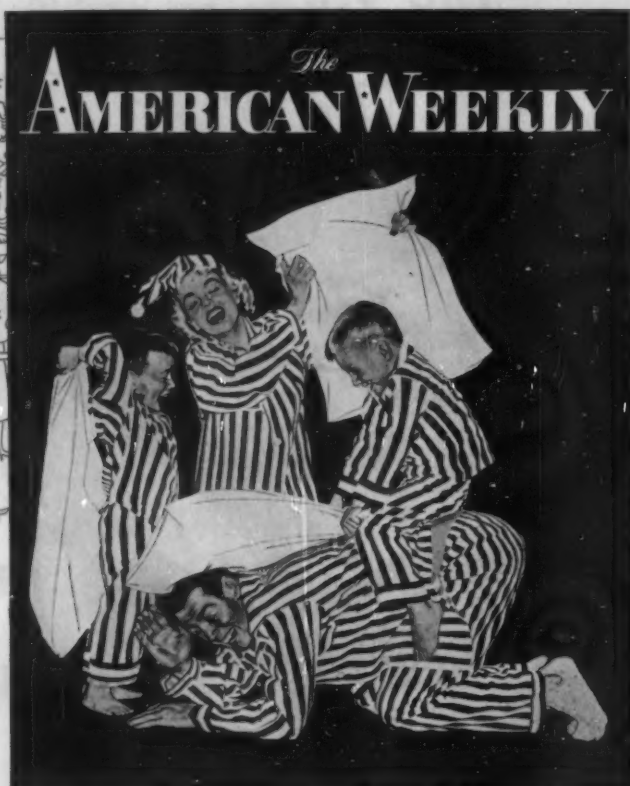


Write for
Roster Issue
(Containing
P.A. list)
on your
letterhead

THE MIDWEST PURCHASING AGENT

6th Floor, Penton Bldg.
Cleveland 13, Ohio.

Did you say Coverage?



We blanket 10,050,000 families! And we give you an average of 50.1% family coverage in 775 cities of 10,000 population and over!

And what is there about The American Weekly that keeps over 10 million families coming back, Sunday after Sunday? Simply an editorial concept which says: meet the enthusiasms of the American family.

Each exciting issue of The American Weekly deals only with those appeals to which most

people respond most eagerly. And because reader enthusiasm spills over from page to page, advertisers profit.

And remember, in the 351 counties doing 80.7% of supermarket sales, The American Weekly delivers 8,389,699 families. Many more than Life and the Saturday Evening Post combined.

The **AMERICAN WEEKLY**
Beamed to the Enthusiasms of the American Family

63 VESEY STREET, NEW YORK 7, N. Y.

ALBANY TIMES-UNION • BALTIMORE AMERICAN • BOSTON ADVERTISER • BUFFALO COURIER-EXPRESS • CHICAGO AMERICAN • CINCINNATI ENQUIRER • CLEVELAND PLAIN DEALER • COLUMBIA, S. C. STATE CORPUS CHRISTI CALLER TIMES • DALLAS TIMES HERALD • DETROIT TIMES • HOUSTON CHRONICLE • HUNTINGTON, W. VA., HERALD-ADVERTISER • KNOXVILLE JOURNAL • LOS ANGELES EXAMINER • MIAMI HERALD MILWAUKEE SENTINEL • NEW ORLEANS ITEM • NEW YORK JOURNAL-AMERICAN • PHILADELPHIA BULLETIN • PITTSBURGH SUN-TELEGRAPH • PORTLAND OREGONIAN • ST. LOUIS GLOBE-DEMOCRAT ST. PAUL PIONEER PRESS • SAN ANTONIO LIGHT • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER • SYRACUSE HERALD-AMERICAN • WASHINGTON POST & TIMES-HERALD • WICHITA BEACON

LETTERS

For that reason, when the New Haven Railroad inaugurated its own credit card in the spring of 1954 and greatly expanded it in May 1955, we did not ask for any deposit. I feel that a man who pays his bills is a good credit customer regardless of his income.

As to the second point, while there may be valid reasoning behind the establishment of a minimum amount which might be charged, I feel that restricting the use of a credit card in any way detracts from its attractiveness and value to the holder, and the man who charges a \$2 meal today might well charge a \$200 ticket tomorrow. The answer to reducing bookkeeping costs lies, in my mind, in mechanization rather than restricting the use of the card.

Third, on this score I must agree 100% with Mr. Cox, and I am pleased to say that the New Haven Railroad with its own credit system has from the outset employed a Charge-plate.

Fourth, again I agree with Mr. Cox to the extent that the passenger or customer will receive one bill. On the New Haven, we have a central billing arrangement which we adopted following the expansion of our credit card system, and I was hopeful that the other rail lines would adopt a similar system since we have already set up a code method which would have enabled them to do so.

Patrick B. McGinnis, President

The New York, New Haven and
Hartford Railroad Co.
New Haven, Conn.

"Not participants in the arrangement"

... As was pointed out in the article, this type of rail credit card is certainly not new. We at Southern Pacific have not been participants in the arrangement, principally because we already have our own credit setup and because we find the basis of individual billing of each railroad honoring the credit cards unsatisfactory.

Ours is a simple credit account arrangement at our principal ticket offices. We render one bill at the end of each 30-day period. Several thousand firms and many individuals make use of this credit system and apparently are fully satisfied with it.

D. J. Russell, President

Southern Pacific Co.
San Francisco, Cal.

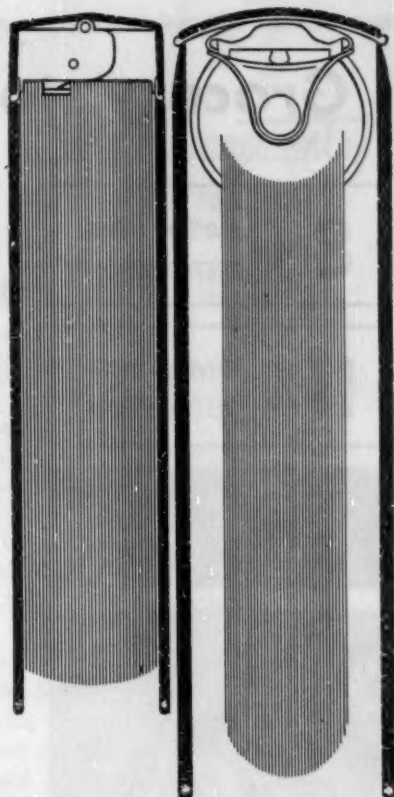
When To Use A PARA-PRONG
When you need a binder that will hold 1½ inches of material, or more, use Para-Prong. You'll get lighter

The Para-Prong Binder is a different kind of ring binder, improved to provide COMPACTNESS, a narrower back-bone, and less cover width. It operates with the ease, speed and simplicity of a ring binder.

Write today for particulars on Para-Prong Binders—ask for LL397-No. 6; Room 2189 315 Fourth Ave., N. Y. 10
Remington Rand
DIVISION OF SPERRY RAND CORPORATION



Same flat reference... Same easy sheet change... Same standard 3-hole punches...
Greater capacity... Smaller overall size.



use this compact
PARA-PRONG binder

get rid of those bulky ring binders

Grocery store survey reveals that...

8% 50% to 100%
DISTRIBUTION

11% 20% to 49%
DISTRIBUTION

10% 10% to 19%
DISTRIBUTION

71%
have
9%
or less
distribution

81% of products have

less than **20%** distribution

In fact, only 72 out of 2,671 brands in 76 classifications of grocery store merchandise have 80% to 100% distribution. That is less than 3 out of every 100 brands.

The brands with 70%, 60% and 50% distribution are likewise few in number. What an opportunity that presents to astute merchandisers who will study the survey findings and concentrate their sales and promotional efforts where the best potentials exist.

DATA AVAILABLE FOR 16 SCRIPPS-HOWARD MARKETS

The above data are from the Cleveland segment of the 9th Annual Scripps-Howard Grocery Product Distribution Survey which this year was conducted in 16 Scripps-Howard markets.

The combined 16-city report will be available in December. It will show distribution, brand by brand, for all 76 classifications of merchandise and for each of the 16 cities.

For your copy, contact any Scripps-Howard newspaper or General Advertising Office.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK, World-Telegram & The Sun
CLEVELAND Press
PITTSBURGH Press
SAN FRANCISCO News
INDIANAPOLIS Times

COLUMBUS Citizen
CINCINNATI Post
KENTUCKY Post
Covington edition, Cincinnati Post
KNOXVILLE News-Sentinel



DENVER . . . Rocky Mountain News
BIRMINGHAM Post-Herald
MEMPHIS Press-Scimitar
MEMPHIS . . . Commercial Appeal
WASHINGTON News
Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

EVANSVILLE Press
HOUSTON Press
FORT WORTH Press
ALBUQUERQUE Tribune
EL PASO Herald-Post

General Advertising Department, 230 Park Avenue, New York City

SALES MANAGEMENT

How to Get the Most from This Issue

You will not receive a SALES MANAGEMENT issue similar to this one for many years to come. The year 1955 is unusual because it marks off a decade since the end of World War II. It seemed appropriate, therefore, to look back to 1945 and see where we've come from, as well as where we seem to be heading—then to draw on recognized experts for projections and forecasts covering the 10 years to come.

The issue, roughly, is divided into three major sections.

In the immediately following pages (up to page 83) we put greatest emphasis on the **national** economy as it is likely to be during the decade ending in 1965.

What will be the over-all **effects** of such pronounced trends as greatly increased leisure—more of the very young and very old, fewer of the young-middle-aged among our people—mass migration from big cities to suburbs—growth of the discount houses—accentuated population movements?

Those are just a handful of the scores of **national** problems discussed and analyzed by such experts as Professor Sumner H. Slichter, Economist Robert McFall, Labor Leader Carl Huhndorff, Population Expert Conrad Taeuber, Income Analyst Gerhard Colm, Industrial Designer William T. Snaith, and the editors of Grey Matter.

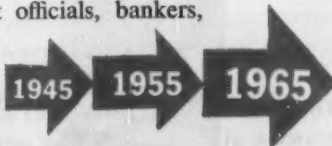
The second section, starting on page 84, with an analysis by Dr. J.M. Gould, then breaks the economy down by regions, states, metropolitan areas, counties and cities—the kind of practical data you can use in setting sales potentials and quotas, in allocating your advertising dollars.

The emphasis in this most localized of the three editorial sections is **rate of growth**. That is decidedly important for your future planning. It helps to answer such big problems as where to build the branch factory or assembly plant—where to locate the new branch sales offices—where more salesmen are needed, or more wholesalers, or more retailers.

But rate of growth isn't the **complete** market data story. Size and quality are important, too. In the detailed Metro Area tables, starting on page 107, we show size (population, income, total retail sales) along with the index figures that measure rate of growth, 1954 over 1945, in order to provide **perspective**. For the complete story, this November 10 study should be used with the May 10, 1955 **Survey of Buying Power**.

The third section of this issue is as specific as the second, but instead of geographic markets, the concentration is on **industry markets**, commencing page 195 with Future Sales Ratings. These valuable forecasts of the next 10 years are not one man's opinion. They represent the best thinking of a "jury" of 295 men — business executives, government officials, bankers, professors, financial analysts.—**THE EDITORS**.

Marketing on the Move





1965 and You



America has never looked into a brighter future, and you, as a citizen, consumer and sales executive will be the beneficiary of the golden age that lies ahead. It will be golden in a monetary sense, since you'll probably earn more money and take on new responsibilities, but it will also have a 24-karat luster of progress.

The years between now and 1965 will be a challenge to your own ability to change with progress, accommodate yourself to new methods, and keep abreast of giant advances in marketing techniques and sales management.

By 1965 you and your neighbors will probably be working a four-day week—or maybe a six-hour day, five days a week. The net result in either case will be more leisure time for golf, for travel, for broadening your interests. Europe may be your favorite vacation spot, or Latin America. Travel will be fast and less expensive—at least compared to your increased earnings. You'll be able to drive coast to coast without meeting a traffic light. But that doesn't mean traffic won't be a problem. It will. There will probably be 81,000,000 vehicles on the highways. Now, there are **only** 58,000,000.

The car you drive will be low and sleek and air conditioned. It may be run by a jet-powered turbine, with horsepower limited only by safety considerations. The highways will be dotted with swank motels and motor hotels to accommodate you and a new mobile America. But maybe you'll leave the highway and whirl to the national parks in your family helicopter. It is reasonably certain there will be a model available for you, but will winged man be able to work out the aerial traffic problem? At any rate, your company will most likely have a 'copter at your disposal. With a four-day week, you can't waste time traveling to airports or taxiing to a neighboring town.

Towns themselves will sprawl and sprawl and sprawl, with big suburbs having little suburbs and so on ad infinitum. Your wife will buy at a nearby shopping center, where her sales resistance will be tested by self-demonstrating products, irradiation-processed delectables from all over the world, convenience-packed meals that will cut preparation time about three quarters.

As a sales head, it will be your job to make your own product irresistible to other buyers. You'll have new packaging materials to work with, your advertising will do a better job of motivating the consumer, your sales staff will be better trained, better educated, better qualified to do a bigger selling job to a bigger market.

If your product fits or can be adapted, you'll be placing greater emphasis on sales to infants and old people. They will comprise a larger proportion of the population than now. They have special needs to which you will cater.

Your method of marketing may be entirely different from what it is now. You may have factory showrooms instead of dealers. This will put a bigger burden on your shoulders, but you may have to assume it. Competition will be keener than ever. Why? Because more businesses are starting up. Companies are diversifying, perhaps into your field. Mergers of corporations will give the consolidation advantages of manufacture and distribution that will be a challenge to your sales skill.

Decisions will be vital. You won't dare trust your own judgment until you consult with an expert. They won't be hard to find either. By 1965, everyone will be an expert on something and a good many of them will have hung up their shingles as consultants. Most of them will earn their money; you'll have to surround yourself with a crew of good ones.

When competition gives you no choice, you may want to join other companies in marketing in lucrative local areas instead of spreading yourself thin nationally. On the other hand, you will want to keep alert to the foreign market which will be extremely important 10 years hence. Fortunes will be made supplying the needs of emerging countries—countries that will start to develop their wealth as education becomes more widespread. At present, many huge populations are a handicap to the progress of their countries, but the 2½ billion people of

the world can in time be converted into real consumers. They will at first, at least, depend on America for many of their products.

Whether it is world or domestic markets you are interested in, you'll find a valuable aid in the 1965 brand of market research. We'll know more about people and markets and potentials and these interrelating facts will all be recorded on cards—with analyses available to you in minutes.

Atomic development will be playing an important part in your life by 1965, even outside your field of sales. You may have your home electricity atomically created. The atom will be preserving food and purifying medicine, it will be used to propel an airplane, pull a train, power a ship. In fact, little things like the atom and the transistor will effect big changes by 1965. You'll have a practical vest-pocket radio, your TV set will hang on the wall like a picture. It will be a color set, with clearer, sharper images than you now get. Big things will play a role in 1965 living, too. The sun, for instance, will be harnessed to some extent and this will open up new potentials for power.

On the negative side, schools and colleges will be crowded. Teachers will be scarce. Practically no one predicts that we'll be able to lick this problem within the next decade. But, from a sales standpoint, there's a bright side to this picture. As all those kids grow and as their younger brothers and sisters are born, they'll create big markets for baby powders, tricycles, clothing, books, marriage licenses, homes, appliances and just about any other product you might name—or sell.

But beware! The product your firm manufactures now may be superseded by a superior cheaper product, made with new wonder metals or plastics or fabrics. All of these fields will be growth industries between now and 1965. New light, strong, adaptable metals will be used to an increasing extent—in places and for things we dare not even dream of now. Colorful, moldable plastics will find increasing use in the many new appliances to come. And they'll make inroads into home and building construction. One wonder of the wonder fields is fabrics. In 1965, you'll be wearing a suit made of fabrics not yet invented. It will be lighter, warmer or cooler, wrinkle-proof and inexpensive.

There will be a casual look in clothes. Don't laugh! Even you may go to work in a sports

shirt. Maybe in a tie-less shirt coat. Your clothes will be more colorful. And your wardrobe—because of your increased leisure time—will have a wider assortment of leisure-type clothing. Please note: the pink shirt and charcoal tie are just the start of a revolution in men's wear.

Communications will be better in 1965. You'll be able to pick up your telephone and dial just about any place in the country without going through an operator. Perhaps you'll be able to see the person on the other end. Just think, you'll be able to show your new product to prospects over the 'phone! But, if you like conventions, such developments will curtail your travels. You'll hold meetings by closed-circuit TV, with your regional staffs sitting right in their headquarter towns while you give them a pep talk from your office—complete with demonstrations. Those demonstrations in 1965 will be out of this world. Visual aids may just about supplant the spoken word by that time—at least in business.

Today we've got first-class, second-class, third-class and fourth-class mail and air mail. Tomorrow, we'll have "missile mail." It's highly likely that guided missiles will be used to hurry your news releases across the continent. A lot of missile work is being done now; more is scheduled. Predictions: Before you fill out your annual income tax form three more times, there will be man-made satellites circling the earth at 15,000 miles per hour.



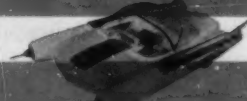
Interesting, of course. But you want to know what's in store for you as a sales executive. What have

you to look forward to in the way of markets and marketing developments? What is **your** personal future?

Well, other parts of this issue will tell you about population growth, predicted gross national product and a host of other big-picture facts. Closer to home: Your corporation will make more profit; it will pay bigger dividends. It will pay you more in money, but especially in long-range benefits, such as pensions, annuities, stock options. Corporate taxes will drop. Personal income taxes will also be cut and may continue to go down. The reason: The federal government will be spending less for defense. The states and local governments will take over more public functions. National expenditures will, of course, go up as our needs increase, but per capita burden will go down as the population rises.

The job you do will be under more careful scrutiny from outsiders. Not just from the proxy-fight boys who might want to win your company away from its present directors, but from the public itself. You will see a much greater investment in your company's stock by the so-called common man. Even with a comparatively few shares, he will become quite vocal at your stockholder meetings. There will be an even louder voice by investment trusts that may hold a big percent of the shares of your company tomorrow.

Costs per sales call will be even higher in the future than they are today. This fact will encourage sales management to do everything possible to turn every sales call into a sale.

Automobiles Get Handsomer, Costlier, More Powerful			
	Price	Horse Power	
1941	\$820	85	
1955	\$1945	162	
1965	???	!!!	

Source: Ford Motor Co.

Change is here to stay

There will be less cold selling. Advertising will be used still more extensively to warm up prospects for the salesman's visit.

By 1965, those who argue that sales is a science not an art will have the satisfaction of seeing scientific sales management and salesmanship achieve new heights. The presidents of many corporations, especially those manufacturing consumer products, will have a sales background and will have definite sales responsibilities and interests. More and more the sales potential of a product will be considered **before** it is designed, priced, and packaged. The increasing cost of launching a new product will insure that. Most new products fail today. In 1965, failures will be more costly. Much more costly than testing in advance.

Sales statistics and market figures will abound. The sales executive of tomorrow will have to know how to quickly interpret the flood of fact-and-figure information that his market research department will supply him. He will have to make quick decisions. He will have to predict results, not wait for them. For this he will have much help. In the future the market won't be a fuzzy blur "out there somewhere." It will be a well-defined, quantitative, qualitative entity that can be measured and felt, motivated and predicted.

Within the next 10 years Congress will come up with some workable laws to regulate commerce. There will be better definitions as to just how far you can go in regulating dealers, granting price advantages, diversifying and merging. Fair Trade

as we know it today will probably have passed out by 1965, although this does not mean that a manufacturer will be prevented from choosing his outlets and making individual price maintenance contracts with the retail owners. He can have Fair Trade—to the extent that he enforces those contracts and succeeds in keeping his wares from getting into the hands of non-franchised price cutters. But mandatory one-sign-and-all-observe Fair Trade is likely to die along with the institution that kills it—discount houses. With lower markups, these cut-rate houses will become ordinary, independent dealers. They may even offer service and credit.

Don't be misled by the more sympathetic laws that will come out of Congress. The Government will have a strong hand in your business, but it may be a helping hand. Government businesses will be allowed to wither and it is unlikely that Uncle Sam will start any more of his own. Free enterprise will flourish to a greater extent, even though Federal waterway and conservation projects will still be undertaken with the taxpayer's money.

Ten short years from today the position of industry leaders will probably be vastly different from what it is today. Growth industries now surging upward will effect this revolution and new growth industries—especially in the atomic and electronic fields—will be added soon. The biggest challenge facing today's sales executive is to keep alert.

It's a great, big, wonderful world that's coming.

The End

Change
is
here
to stay

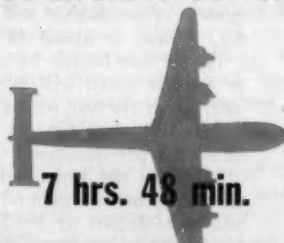
The World Is Getting Smaller Transportation Is Getting Better



18 hrs.

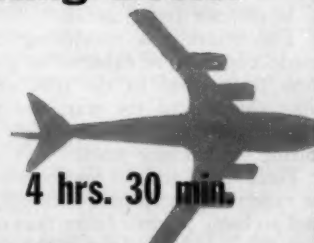
New York to Los Angeles Flying Time

1945



7 hrs. 48 min.

1955



4 hrs. 30 min.

1965



"At no time in the history of the country has there been better reason for viewing the medium-term outlook with optimism."

Sumner Slichter Predicts...

A \$570 Billion Economy in 1965

One of America's most distinguished economists previews the next 10 years. He sees:

- A 48% increase in gross national product
- A demand that will keep pace with output
- A slow upward drift in prices of non-farm products
- A reversal about 1960 of the trend in farm prices
- A trend in the direction of a more stable economy

Just how bright is the economic outlook for the United States in the years immediately ahead, say the next 10 years?

The answer is, "Extraordinarily bright." Indeed, the more closely one studies the economic position of the United States, the stronger appears to be the case for optimism.

The evidence is convincing that production may be expected to grow even faster than in the nine years since the end of the war, and the growth will be fully as steady as during the last nine years.

Finally, the demand for goods may be expected to keep pace with output and probably to grow faster than output, inducing a slow rise in the price level.

In the last nine years the output of the American economy has increased about \$106 billion expressed in dollars of 1955 purchasing power—a gain of 37%, or about 3.5% a year.

BY SUMNER H. SLICHTER

About one-third of this growth was due to the increase in the size of the labor force, and about two-thirds to the rise in output per man-hour.

During the next 10 years the growth of production will be close to 4% a year, or about 48%.

About one-fourth of this growth or a little more will be due to the increase in the size of the labor force and nearly three-fourths to the rise in output per man-hour. An increase of 48% in the gross national product would mean a gain of about \$185 billion in dollars of 1955 purchasing power, bringing the gross national product in 1965 up to about \$570 billion. In addition, the growth of the economy will be quite steady—probably fully as steady as during the last 10 years when the growth of production was interrupted by only

two mild recessions, one in 1949 and one in 1954.*

During the last nine years the demand for goods increased considerably faster than output, with the result that prices rose rapidly—the index of consumer prices by 37% and the index of wholesale prices by 40%. The rise in prices, however, was concentrated in the periods 1946 to 1948 and 1950 to 1951. Since 1951 the price level has been quite steady but during the last year the level of prices of non-farm products has increased over 3 per cent.

It will be easier for most non-agricultural prices to move upward

*The Government's figures indicate a slight drop in production also between 1946 and 1947, but I believe that this estimate was in error. It is impossible to reconcile a drop in production between 1946 and 1947 with the rise of 2,777,000 in civilian employment between the two years.

than downward. The prices of most farm products will tend to drift downward for several years, but these prices are likely to begin rising after 1960.

What reasons are there for expecting the growth of production to be faster in the next 10 years than in the last nine or 10, and possibly also steadier, and for expecting demand to keep pace with growing output?

Production may be expected to grow more rapidly in the years immediately ahead than during the last nine years because:

1. Technological progress will be faster.

Technological progress will be more rapid in the main because the country is starting the decade 1955-1965 with many more research scientists and engineers than it had nine years ago in 1946. Today the country has over 200,000 research engineers and scientists, but in 1946 it had only 122,000. If the number increases on the average of 12,000 a year (a fairly low estimate), the country will have about 330,000 research engineers and scientists in 1965, and the average number engaged in research during the coming decade will be about 70% greater than during the last nine years.

Technological progress will also be more rapid in the immediate future because scientists and engineers will have better instruments of research with which to work and a larger body of accumulated knowledge to use in making discoveries. Improved instruments of research are one of the

most important products of research.

Finally, the commercial development of new products and new methods of production will grow more rapidly in the next 10 years than in the immediate past because in 1955 there is far more unfinished research in process of completion than there was in 1946. It usually takes a number of years and much work by engineers and other scientists before commercial applications of scientific discoveries can be made.

Everyone knows, for example, that the day of moderate-price color television is not far distant, but it has not yet arrived and is undoubtedly several years off. And the day when atomic reactors can compete with coal or oil as sources of electric power in regions where coal and oil are fairly cheap is not many years distant, but it has not yet arrived. Much work has been done on the use of radiation as a way of preserving food, and within a few years this method of preservation will have wide use for some kinds of food. But again, some years of additional research are needed before commercial applications can be made.

The best way to make a rough comparison of the volume of unfinished research today and the amount nine years ago is to compare the number of man-years devoted to research in the nine years preceding 1946 with the man-years devoted to research in the nine years preceding 1955. In the nine years 1937-1945 inclusive, research scientists and engineers devoted about 839,000 man-years to scientific and technological

research and development; in the nine years 1946-1954, about 1,405,000 man-years. So it is safe to say that the country is starting the period 1955 to 1965 with a far larger backlog of partly completed technological research than it had in 1946.

2. There is good reason to expect the art of management to improve more rapidly in the decade ahead of us than in the period since the end of the war.

For many years the art of management in American industry has been improving rapidly — in fact, the changes of the last 50 years have been quite spectacular. There has been an enormous growth in the number of staff and service executives (accountants, marketing research executives, industrial relations managers, directors of technological research, credit managers) who assist line executives in making and executing policies. There have been revolutionary changes in the development of accounting and budgeting as control devices, considerable decentralization of responsibilities, and the development of incentive plans for executives.

Two important changes of recent years have been the growth of long-range planning and the institution of executive training plans.

Many people may doubt whether the art of management is likely to improve in the future as rapidly as in the past. The doubters can point to the fact that many of the most important improvements in management in the last 50 years have been the result of outside pressures, such as the in-



Professor Slichter

Sumner H. Slichter has been Lamont University Professor at Harvard since 1940. He has sat in a number of impressive chairs before and since as a professor at Princeton and Cornell Universities, member and former president (1941) of the American Economic Association, the American Philosophical Society, and the Industrial Relations Research Association of which he was president in 1949. He is a former chairman of the Economic Advisory Board for the Committee for Economic Development and is now an economic consultant for the CED and the Incorporated Investors.

Born in Madison, Wis., Professor Slichter was educated at the University of Munich, the University of Wisconsin (A.B., 1913; A.M., 1914) and the University of Chicago (Ph.D., 1918). He holds honorary degrees from Harvard, Wisconsin, Northwestern, Rochester and Lehigh Universities.

A prolific author, he has turned out several books, the latest of which is "What's Ahead for American Business?" Among others are "The American Economy: Its Problems and Prospects" (1948), "Trade Unions in a Free Society" (1947), "The Challenge of Industrial Relations" (1947), "Union Policies and Industrial Management" (1941).

come tax (which stimulated great improvement in accounting methods), the two world wars, depressions (especially the great depression of the thirties), the growing power of labor, and the spreading intervention of the Government in business affairs.

Now since outside influences have played such an important part in the improvement of management, is it not reasonable to expect some drop in the rate of improvement in the art of management? After all, two of the principal outside influences that have stimulated many advances in management—great wars and severe depressions, are not likely to be present.

This argument is not convincing. Even if big wars and severe depressions no longer stimulate improvements in management, outside pressures on managements to improve methods will continue to be powerful. Some old pressures on managements are gaining in strength and important new pressures are springing up.

For example, unions are becoming more powerful and more pervasive and their pressure for higher wages will compel managements to strive harder than ever to hold down labor costs. The spread of technological research is making industry more competitive and thus subjecting every management to greater pressure from competition.

An important new pressure on management comes from the growing interest of stockholders in the performance of management.

It is true that this interest is playing into the hands of some financial operators who seem to be more interested in "milking" corporations than in replacing stodgy and stupid managements with progressive and able ones. On the other hand, some of the so-called "raiders" of corporations see good opportunities to achieve substantial capital gains by improving the management. Hence, the growing stockholder interest in the quality of management puts pressure on management to be efficient and progressive.

But more important than outside pressures on management is the growing capacity and willingness of managements to initiate improvements of their own.

This development is particularly encouraging because it means that managements are becoming truly progressive. Executive training programs are still quite new and thus far have had only a limited chance to affect the kind of thinking done by executives. The influence of these programs will be considerably greater in the next decade than in the last one.

The spread of long-range planning

AIR TRAVEL TO TOP RAIL

The Civil Aeronautics Administration predicted last month that airlines will be handling more passengers than trains and buses combined before the next decade ends.

It forecast that airlines which now have a 29% share of the passenger market will command more than a 50% share by 1965.

Airlines in 1954 carried about 32 million passengers. The 1965 figure is projected to about 70 million and the Civil Aeronautics Administration believes that this could be a conservative estimate.

The government body also predicted that air cargo will triple in volume during the next 10 years.

A large part of the increased air travel is likely to result from extending coach service to medium- and short-haul trips, and to the introduction of helicoptered service between cities.

causes managements to look at their enterprises in a new way and to ask what the concern needs to do to adapt itself to prospective changes in markets and technology. Because long-range planning raises so many new questions, it is a dynamic influence of first importance.

The coming years may be expected to see a rise in the influence of staff officers. Quite understandably, it has been taking the staff a considerable period of time to gain influence with line officers, particularly in the field of policy making. It is part of the business of the staff to be a source of new ideas, and the staff officers have many technical insights that the line officers do not have. Hence, as staff officers gain influence, managements will gain in their capacity to make innovations.

There are great opportunities to improve management simply by putting into general use the best present practices. Adoption of the best of the known practices will probably go on fully as fast in the immediate future as in recent years. Many concerns in recent years have been so engrossed in problems of raw material shortages, of changing markets, and of labor relations that they have had little time to review their administrative methods and their organizational setups. At any rate, there are great opportunities to improve managerial practices, and one must expect the pressure of competition to bring about such improvements.

Production of goods has been so remarkably stable during the last nine years that one may not be justified in expecting much immediate gain in stability. During the last nine years there have been only two small dips in production—one in 1949, and one in 1954. In each case the drop in the rate of production from the high quarter of the preceding boom to the

low quarter of the recession (from the fourth quarter of 1948 to the fourth quarter of 1949, and from the second quarter of 1953 to the second quarter of 1954) was only about 3%. The mildness of each of the two recessions was partly due to good luck—to the fact that in 1949 there was a large backlog of postponed demand for housing, automobiles, other durable consumer goods, and industrial equipment, and to the facts that in 1953-54 most other countries were experiencing a boom and that there was still a backlog of demand for many kinds of building.

Although one would not be justified in asserting dogmatically that the next 10 years will be even steadier than the last nine, there can be no doubt that the economy is slowly gaining in stability.

Indeed, the day is not far distant when we can expect every year to see at least some increase in production. The reasons fall into two broad groups: changes in the economy which, though not intended to produce stability, nevertheless have that effect, and changes which are being deliberately introduced into the economy for the purpose of making it more stable.

The principal *unplanned* changes which are increasing the stability of the economy are: (1) increase in the number of industries; (2) growth of technological research; (3) great growth of long-range planning by business enterprises; (4) growing vigor of competition, and (5) growing strength of the banking system.

Increase in the number of industries diminishes the relative importance of each industry and, therefore, the effect upon the total economy of conditions that are particularly favorable or unfavorable for any particular industry. When the number of industries is few, conditions which are

markedly favorable or unfavorable to the growth of a particular industry are likely to have substantial effects upon the entire economy.

Growth of technological research causes the scale of investment to become more and more dependent upon the scale of technological research. There will be more or less accidental variation from year to year in the number of investment opportunities that reach the commercial stage of development. These variations, however, do not correspond to the ups and downs of business. Consequently, the growing importance of technological research tends to make the scale of investment less sensitive to short-run ups and downs in business.

Growth of long-range planning by business enterprises tends to promote business stability because concerns that have carefully worked out long-range plans are reluctant to move their investment expenditures up or down simply because the short-run business outlook changes.

Growing vigor of competition promotes stability because it makes it more risky for business enterprises to time the introduction of new products or new methods by the short-run business outlook. The more vigorous the competition, the more dangerous it becomes to postpone introducing an improvement simply because the short-run business outlook is not particularly bright. If the enterprise delays, one of its rivals may introduce the improvement first.

Growing strength of the banking system contributes to the stability of the economy because it enables us, for the first time in our history, to pursue a policy of active ease in credit during periods of recession. The policy of active ease was successful in 1954 because the banks felt strong enough to hunt for opportunities to lend money. It really did some good in 1954 to supply the banks with excess reserves. In earlier recessions, the best that an easy credit policy could do was to diminish the disposition of the banks to curtail credit. The improvement in the strength of the banking system is partly attributable to the amendments to the Banking Act of 1935, but in the main it is due to the enormous volume of short-term Government paper held by the banks. For this result we must thank World War II.

Although unplanned developments in the economy are increasing its stability, there are three principal ways through which public policy can limit the fluctuations in production: unemployment compensation and unemployment relief, flexible credit

policies, and fiscal policy. It will be observed that these three instruments *limit* fluctuations in production; they do not *prevent* such fluctuations. But if the three instruments are promptly used whenever the rate of increase in production drops, actual decreases in production may be avoided.

One reason for being quite hopeful that changes in the rate of growth of production can be substantially reduced is that only limited use has been made thus far of the three instruments of unemployment compensation, flexible credit policies, and fiscal policy. For example, the system of unemployment compensation is pretty much undeveloped. Average benefits are only about one-third of weekly earnings. They could un-

THE NEW LOOK ON THE FARMS

In 1850 about 80% of the U.S. population lived on farms. Today the figure is only 13.5%. U.S. farmers have turned to machines with which one man can do the job of a dozen and do it faster and better.

Since 1940 the number of tractors has tripled to 4,500,000; combines 400% to 950,000; corn pickers 500% to 640,000; forage harvesters 100% to 170,000; hay balers 100% to 393,000. . . . Each farmer grows enough to feed himself and 17 others, whereas in 1935 he fed only 10 others.

Since 1920 the number of farms has dropped from 6,500,000 to 5,200,000, while the size of each has risen from 148 acres to an average of 215.

doubtedly be doubled without causing men to prefer idleness to work. Furthermore, doubling the benefits would cost the economy nothing. On the contrary, doubling the benefits would raise the production of the economy by limiting any drop in the rate of growth. The next few years will see large increases in unemployment benefits.

Only a bare beginning has been made in the use of flexible credit policies, in large part because the banking system has not been strong enough for a policy of active ease to be particularly effective when the rate of growth declines. Although tax cuts helped mitigate the severity of recessions in 1949 and 1954, the timing of these tax cuts was a happy accident.

It still remains to be seen how much of a contribution to economic stability can be made by fiscal policy.

The potentialities of fiscal policy are very great. The danger is that changes in taxes and expenditures will be used to influence elections rather than to stabilize the economy.

For example, there is general expectation that Congress will insist on reducing taxes in 1956. But no one knows now (the fall of 1955) whether business conditions in 1956 will justify tax cuts. Business in 1956 may well be so prosperous that tax cuts would be a dangerous inflationary influence. Unfortunately Congress, in deciding whether or not to make tax cuts in 1956, is not likely to pay much attention to business conditions. If business is booming in 1956 and Congress insists on cutting taxes, the Government will need to counteract the effects of the tax cuts by reducing expenditures.

What are the reasons for expecting the demand for goods to keep pace with our growing capacity to produce?

The principal reason is to be found in the dynamic standards of consumption in the United States. Our rising standards of consumption are the result of our democratic traditions and the absence of class lines. Americans do not accept the idea of living as members of a given class have always lived. Americans aspire to live the way that the more fortunate members of the community live. As rapidly as their incomes permit, Americans of every class buy the kinds of goods that the most well-to-do members of the community are buying. Indeed, many families are willing to reduce their savings in order to buy cars, electric refrigerators, TV sets, and other kinds of goods.

Curiously enough, it does not necessarily follow that the willingness of some families to reduce their savings results in a corresponding drop in the savings for all families. The reason is that the growth in the demand for goods raises incomes. Hence, the decision of some families to increase their consumption and, incidentally, to reduce their savings may raise the incomes and, indirectly, the savings of other families. The net effect may be some drop in personal savings in the country as a whole; but the principal effect will be an acceleration in the growth of incomes and in the demand for goods.

A second important reason for expecting demand to keep pace with production is the large and powerful trade union movement plus the commitment of the Government to the policy of maintaining a high level of

employment. Trade unions have been able to raise wages and fringe benefits a little faster than the growth in output per man-hour in most industries, with the result that, for industry as a whole, there has been a rise in labor costs per unit of output. An increase in labor costs could be a deflationary influence if it were not accompanied by an offsetting rise in prices, because a rise in costs relative to prices would force enterprises to cut their employment of labor.

But the Government will not stand idly by watching unemployment increase as a result of rising labor costs. It will pursue monetary policies designed to keep prices rising about as fast as labor costs. All of this means that the powerful trade union movement, plus the commitment of the Government to the policy of maintaining a high level of employment, will produce mildly inflationary monetary and fiscal policies. Hence, demand must be expected to grow fast enough to assure that prices as a whole rise about as fast as labor costs.

Possibly improvements in market analysis and hence in the adaptations of goods to the needs of customers, and perhaps improvements in salesmanship, will raise the proportion of incomes which people spend on consumption. Unfortunately, it is not possible to generalize on this point because market analysis and salesmanship are used in the development and selling of life insurance, annuities, and other kinds of saving media as well as in the development and selling of consumer goods. Hence, one cannot predict that the gradual improvement in market analysis and salesmanship as time goes on will have a definite tendency to make the ratio of consumption expenditures to incomes after taxes go either upward or downward.

Many people expect the growth of population to produce a great increase in the demand for goods. There is widespread misunderstanding of the relationship between the growth of population and the demand for goods.

Many people assume uncritically that a growth of population automatically increases the demand for goods. It does increase the need for goods but it does not necessarily increase the demand for goods. Otherwise, the rapid growth of population would not be a grave social and economic problem in many parts of Latin America, in Egypt, Ceylon, and other parts of the world.

Under the particular conditions that exist in the United States a rapid growth of population does tend to increase the demand for goods. It does

this for two principal reasons. In the first place, when the increase in population is the result of earlier marriages or larger families or both, it tends to keep down the rate of personal saving by forcing families to spend a larger proportion of their incomes on consumption. Thus, a family with four children can afford to save less than a family with the same income and only three children.

If the lower rate of personal saving and the higher demand for consumption goods meant simply a corresponding drop in the demand for investment goods, there would be no net gain in demand. But under the kinds of conditions which exist in the United States, a drop in the rate of personal saving does not necessarily mean a drop in the demand for investment goods. On the contrary, it may mean an increase in the demand for investment goods.

How to Finance Boom

You ask, "How will the greater demand for investment goods be financed if the rate of personal savings drops?"

The answer is that it will be financed to some extent by business concerns borrowing from banks. Thus the lower rate of personal saving (caused by larger families) will stimulate an increase in the money supply and thus an increase in the money demand for goods. For this to happen presupposes, of course, (1) that people have some personal savings to cut, and (2) that business concerns are able to borrow from the commercial banks to expand their demand for investment goods.

The second reason why an increase in population may raise the demand for goods is that sooner or later a rise in population produces an increase in the labor force, and the growth of the labor force raises the demand for industrial plant and equipment. Thus, if the labor force is growing by 800,000 a year, the demand for machines and other industrial equipment will be greater than if the labor force were growing by only 500,000. But this conclusion also rests upon a big "if." The effective demand for machines and other industrial goods equipment will rise provided the economy has the means to finance an increase in demand. The United States has the means. Many poor countries, however, afflicted with rapidly growing populations, cannot finance the growth in investment needed by their expanding labor force.

It is unlikely that there will be much further drop in the average age

of marriage, but the average size of family may continue to increase and thus to continue to hold down the rate of saving. But the big effect of the growth of population on the demand for goods during the next decade will be through the rise in the size of the labor force.

Thus far the recent upsurge in population in the United States has not had time to affect the size of the labor force—the extraordinary increase in the labor force in recent years (far exceeding all forecasts) has been mainly the result of the great growth in the number of working women (especially women of 45 years of age or more). During the next decade, however, there will be a big rise in the population of working age. Between 1955 and 1960, for example, males of 15 to 70 years of age will increase by 2,700,000, and between 1960 and 1965 by 4,300,000. Between 1945 and 1950 the increase was only 1,700,000. The rapid growth of the labor force will increase the demand for plant and equipment and thus the volume of personal incomes and the demand for consumer goods.

Let us sum up briefly the outlook for the next decade:

In the first place, we can look forward with considerable confidence to a more rapid growth in productivity mainly because of the increasing scale of industrial research and the prospective improvement in the art of management.

In the second place, we can look forward to another decade of highly stable production partly because of various unplanned trends making the economy more stable and partly because of several arrangements, such as more liberal unemployment compensation and flexible credit policy, intended to make business more stable.

In the third place, we can expect a substantial rise in the demand for goods partly because of dynamic standards of consumption, partly because of mildly inflationary monetary and fiscal policies, and partly because of investment opportunities created by the rapidly increasing labor force.

It would be a blunder for us to let the rosy prospects of the next decade blind us to many features of our economy that need improvement. Complacency and self-satisfaction are the greatest enemies of progress. There is still plenty of fault to be found with our economic institutions and plenty of opportunity to improve them. The fact remains, however, that at no time in the history of the country has there been better reason for viewing the medium-term outlook with optimism.

The End



Getting the right picture is all-important!

Any market that doubles in six years and triples in ten moves too fast for most people to keep up with.

That is precisely what has happened to America's Tourist Court-Motel Market. And that is precisely why you need *fresh* facts and figures: authentic data on which to base dollar-wise conclusions.

INSIDE INFORMATION is designed to do just that. Here is an expert X-ray study that bares the vitals of this \$4 billion industry; gives you a close-up of what is happening today to America-on-Wheels; forecasts

what will happen tomorrow. You can't run away from it: more and more, the trend is to motels the nation over.

If you are interested in selling this phenomenal market (and who isn't?)...if you want to know where you fit in this picture...get the facts. Get all the facts! Get INSIDE INFORMATION.

There's no market-study like it. It is today's authentic source-book on this great industry; and it's yours for the asking. Just write: Lee Hainline, Advertising Director, Tourist Court Journal, Temple, Texas.

When you talk to the American Motel Market, put it in the *Journal*

TOURIST COURT JOURNAL • Temple, Texas

New York: A. B. McCLANAHAN, 295 Madison Avenue
 Detroit: BLANCHARD W. CLELAND, 8242 Woodward Ave.
 Chicago: WILLIAM S. AKIN, 19 South La Salle
 Pasadena: J. W. CONROW, 1175 Woodbury
 Atlanta: LARRY WEAVER, 1447 Peachtree St., N.E.

Change

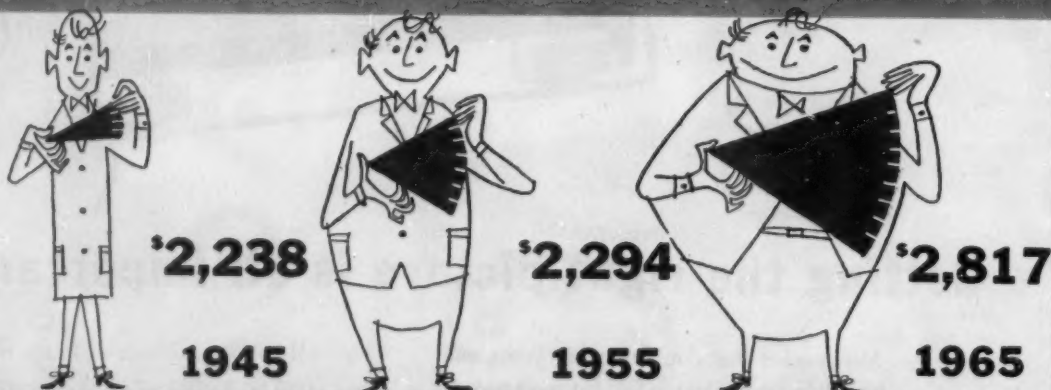
is
here
to stay

Gross National Product
The Pie Is Getting Bigger...



per capita
...and So Are the Pieces

Source: Department of Commerce



Change

is
here
to stay

The Growing Labor Force

(WORKERS 14 YEARS OF AGE AND OVER)



Source: Department of Commerce, Labor Statistics

Some fixed ideas for a changing world



AS EVERYTHING ELSE, advertising has seen a lot of changes in the past 10 years. And will see more in the 10 ahead.

But there are certain basic things about advertising that don't change.

Certain ideas are as fundamental and

meaningful today as they were in 1945 . . . and will be in 1965.

Over the years, some of these basics have found expression in Young & Rubicam's own advertisements. Perhaps you'll remember them as you turn the following pages.

They are ideas about . . .

...about advertising and people's minds



IMPACT

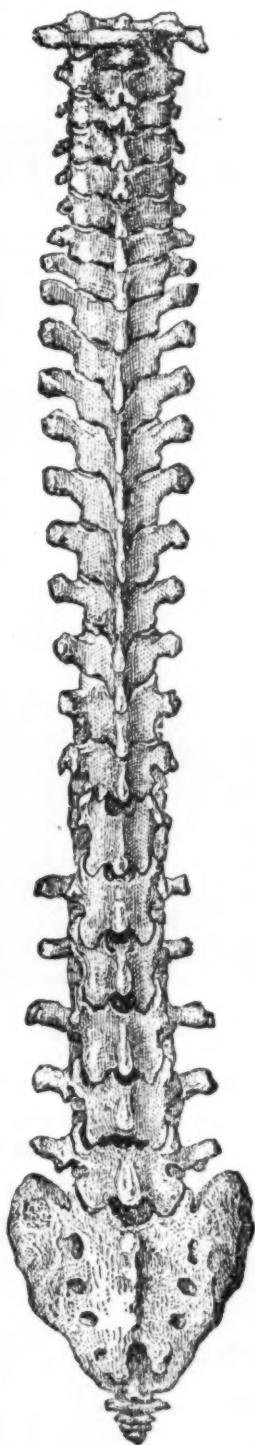
ACCORDING TO WEBSTER: The single instantaneous striking of a body in motion against another body.

ACCORDING TO YOUNG & RUBICAM: That quality in an advertisement which strikes suddenly against the reader's indifference and enlivens his mind to receive a sales message.

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

...about agency-client relations



This is a backbone.

You can't run a good advertising agency without it.

It often makes you say an honest "no" to a client instead of an easy "yes."

It means giving service instead of servility.

Very often, the result is outstanding advertising.

YOUNG & RUBICAM, INC.
ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

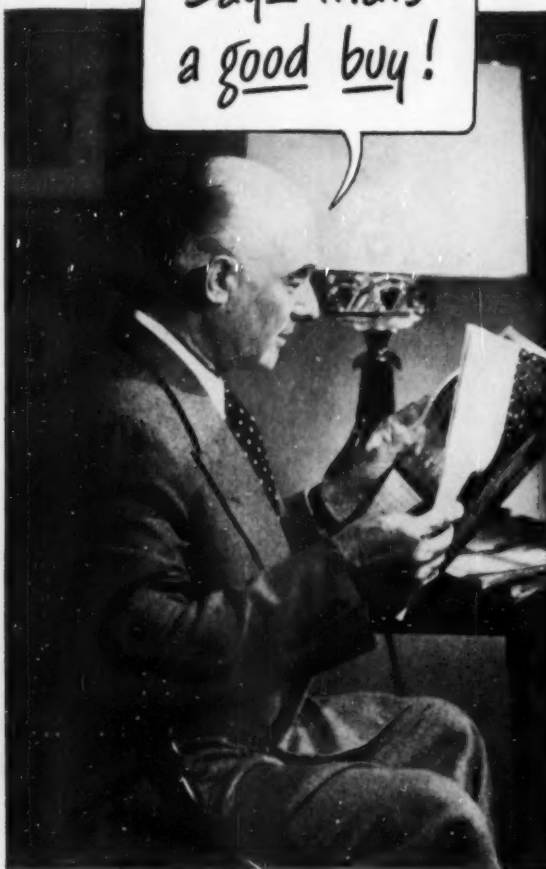
...about the aim of advertising

Say— that's
a good ad !



This gentleman has paid
the advertisement which
he has just read a nice
compliment.

Say— that's
a good buy !



But this gentleman has paid
the advertisement which
he has just read an infi-
nitely better one.

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

...about advertising research



Used right...
a tremendous help



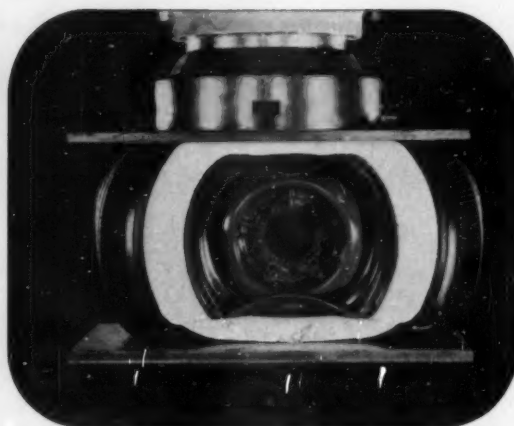
Used wrong...
WOW!

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

...about a way of selling

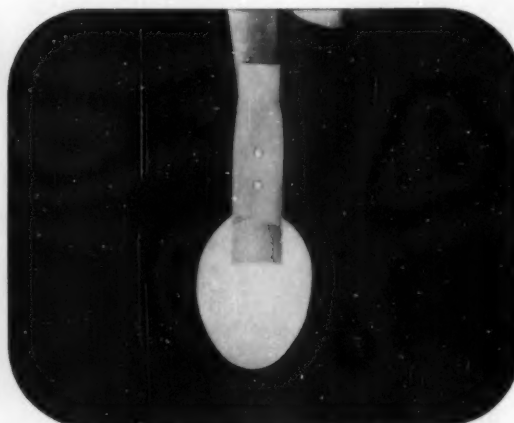
**DRAMA
ON
TELEVISION**



TV demonstration **dramatizes** greater strength and safety of All-Nylon Cord Super-Cushion Tire by Goodyear, shows that pressure that bends a steel wheel leaves tire undamaged.



TV demonstration **dramatizes** the closer, more comfortable shave of the latest Remington Electric Shaver by shaving the fuzz from a peach without nicking or cutting the delicate skin.



TV demonstration **dramatizes** the unique adhesiveness of Band-Aid Plastic Strips with Super-Stick. Just touched to an egg, without pressure they stick instantly, securely enough to lift it.

Dramatic demonstration tells the product's selling story visually and believably. To find how to demonstrate takes a lot of thought, a special ability, and a really thorough understanding of what television can do and can't do.

YOUNG & RUBICAM, INC.

Advertising • NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES HOLLYWOOD MONTREAL TORONTO MEXICO CITY LONDON

...about a way of thinking



There's always a better way to do it!

YOUNG & RUBICAM, INC.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles
Hollywood • Montreal • Toronto • Mexico City • London

...about generating ideas



The best advertising is usually
a mutual effort—
generated when the agency's ability
is sharpened by the client's.

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

...about writing copy



Five words our writers always
keep in mind are these:

Get to the selling point!

Young & Rubicam, Inc.

ADVERTISING • NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES • HOLLYWOOD
MONTREAL • TORONTO • MEXICO CITY • LONDON

...about an agency's accounts



What have they in common?

Our clients come in a wide variety of sizes. But they have one thing in common.

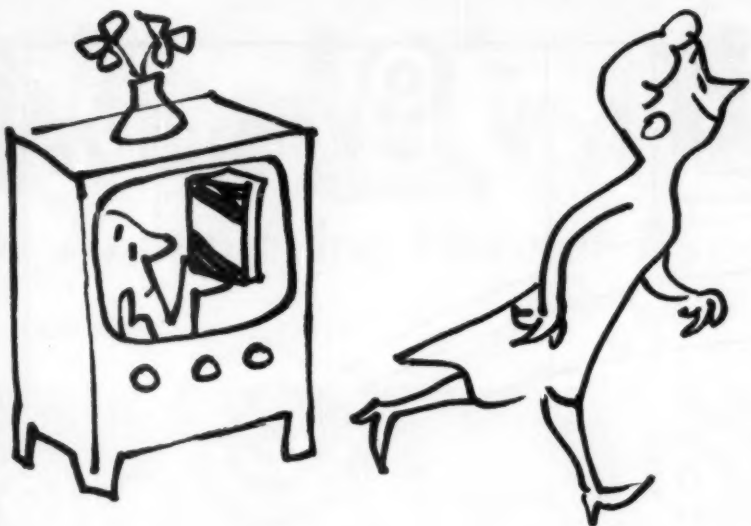
No matter what size they are now they want to grow and keep on growing.

We've always felt that the size of a client's ambition was a lot more important than the size of his advertising budget.

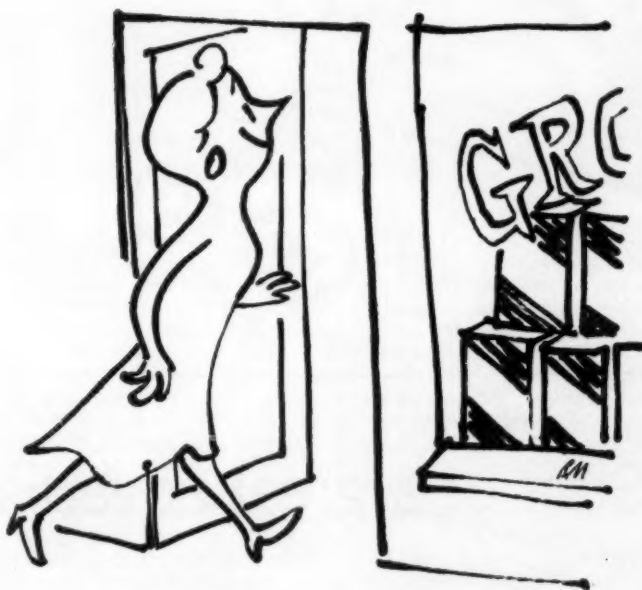
YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco
Los Angeles Hollywood Montreal Toronto Mexico City London

...about the end result of TV commercials



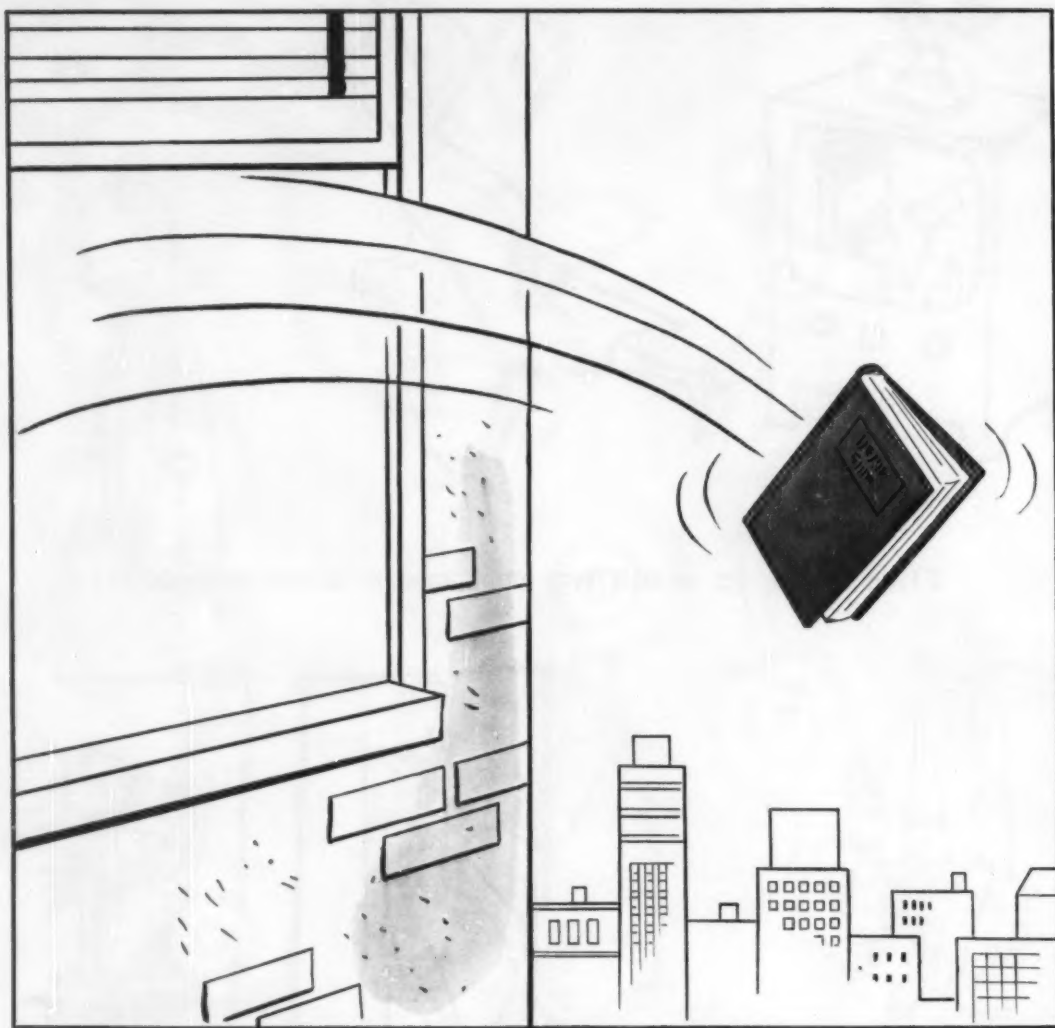
This lady is walking out on a commercial...



produced by YOUNG & RUBICAM

Advertising • New York Chicago Detroit San Francisco Los Angeles
Hollywood Montreal Toronto Mexico City London

...and about great advertising in 1945, 1955, or 1965



Start of a great advertising campaign

YOUNG & RUBICAM, INC. Advertising

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London



We are NOT in a Boom

But Are Enjoying Normal, Dynamic Growth!

BY ROBERT J. McFALL*

"Today's business does not manifest a boom. Actually, we have recovered about half-way from last year's downward adjustment."

"The economy will advance cyclicly for another year."

"Over the long-term future the economy will continue to grow 'stabilized' at the rate of an upward line of normal expectancy."

"As of 1965, the Gross National Product is likely to reach a half a trillion dollars (\$500,000,000,000)."

How great a boon it would be if we knew how much business we could really expect in the years ahead! And the greater the certainty of the volume of business for the future, the greater the boon would be.

A reasonable certainty of the business future is far from impossible. Of course our feeling of true assurance can only be enjoyed if we succeed in closing our eyes and ears to the calamity howlers on the one side and the unrestrained optimists on the other and follow the "beam" that has fitted the advance of our economy over many years.

The writer has watched the efforts

of business prophets over many years and at one time had become so disillusioned that he began to feel that assurance of the future level of our economy was impossible. Statistical analysts could attack a mass of figures covering the past and work out what would forecast well many "futures" that were already past and gone. But when their systems were applied to the actual future still to come the results showed up as poor guesses. No system of business forecasting can give us any real assurance for the future until its forecasts have been registered and laid aside over a period of years and have shown up to be very close to the actual future as it developed later.

A few of our business economists who enjoy a rare degree of sound judgment and common sense and a wide grasp of what is going on in the

economic world are really good prophets and their forecasting record stands high. It is difficult, however, for business executives to select those whose judgment is sound and who give dependable forecasts. They are not always the best self-advertisers. And the best of these real experts fail to give clear-cut forecasts. We greatly need a dependable impersonal guide that will serve as a "beam" on which we may fly our future business course.

The United States Government has retained some of the best economists in this field, but they cannot agree, or stick to their prognostications. Last fall they gave President Eisenhower a speech to be delivered in New England which foretold a 50% increase in our economy in the following decade. Last summer one of the leading members of his Cabinet warned

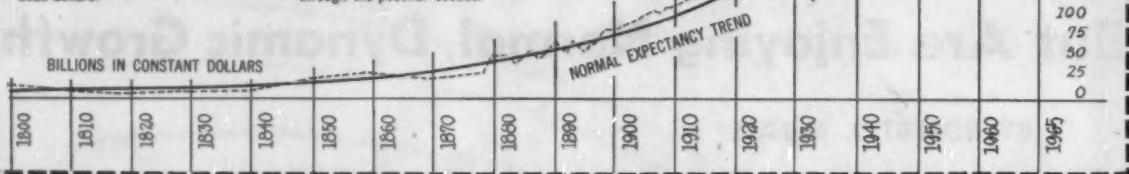
* Robert J. McFall has been, since 1934, consulting economist for many corporations and associations. He was editor "Survey of Current Business," of the Department of Commerce.

Long-Established Trend of Our National Economy

A century and a half of the growth of our national economy has established a long-time trend to which it has always returned in spite of wars, booms and depressions and changes in populations growth.

The national economy is shown in dollars of constant purchasing power of our national income up to the year 1929. From that year to the present these series of data are projected by our gross national product in terms of 1929 dollars.

The Normal Expectancy Trend is the curve best fitted to these data for the decades 1799 to 1899 and the years 1900 to 1929. From 1929 onward it is merely projected over the distorted economy of depression and war and through the postwar decade.



us that we were then in a serious boom when we had advanced only one-tenth as much in one year from the low point of last year's slow-down.

To be popular among the business prophets one almost must belong to one of the schools of thought which starts from well-established false premises. But to have real assurance of the true level of future business, our executives must recognize and avoid conclusions based on these false theories.

There is the false premise that capitalism is the cause of booms and busts and will end up in one grand bust. We are told that there is some kind of a mechanism in the capitalistic economy which produces "cycles" that cause periodic hard times. Part of this theory is that factors in these cyclical movements indicate in advance when future changes will come. Since half of these so-called "indicators" recently have proved to be useless as such, this theory should not be taken seriously.

Another false premise is that we are getting into a dangerous level of business whenever our economy breaks through its previous highs. A study of the accompanying chart disproves this product of timidity.

The most popular false premise today, which does not concern itself with our current short-term swings in business, is that we can estimate the major course of the future trend of our economy by projecting its past course during the first half of this century. We do not need to be expert statisticians to know that we cannot project a true normal future trend from a past period that was abnormally tilted. If we had kept up

the downward tilt of the first years of the great depression, our business would have been less than nothing sometime in the forties. The 1900 to 1950 period was not as badly tilted as that, but it had the great depression in the latter half and it had a long period of abnormally strong growth in the earlier half. Economists know, but some of them forget today, that we cannot readily get a normal trend out of a seriously abnormal period, especially one that was pushed up in its earlier half and pulled down outrageously in its second part. To find the true trend—one which will actually fit the unfolding future—it is necessary to use a longer period and not to include the time of the great depression. A trend line based on the 130-year period 1799 to 1929, which jumps over the great depression and World War II and hits in the center of the wavy line of presentday business, would seem to be the ideal basis for forecasting business in the future. Such a trend is shown in the accompanying chart.

Mathematical Curve

Before Europe pushed the great depression over on us, along with its shooting wars, it was obvious that our economy was growing surely, if unsteadily. When we took the rubber out of the dollars with which we measured this expansion in business over many years, using dollars of constant purchasing power, it was clear that this growth followed closely along with a simple mathematical curve that kept pushing perpetually upward.

The great depression came along, however, and pulled us down far from the normal growth trend of the past, so much so that our loss in national income in that period was twice as great as our national debt at the end of the war. There is no space here to discuss the causes of that depression, save to say that it was made in Europe and it nearly overwhelmed us because too many in our midst proclaimed the doctrine that the American economy must stop growing. France accepted the same doctrine and suffered more severely than we did. Hitler's war soon made us allow private business management to resume work and show the absurdity of the idea of perpetual stagnation on a dead horizontal line. Later, the atomic bomb smashed the idea of no more frontiers. Dynamic progress returned to a land of the free.

Meanwhile, the Committee for Economic Development started pushing the idea that our economy right after the war would keep steadily on the new high plateau established in the height of war activity. That idea not only broke the rules of common sense but the record of our economic history. Our economy actually tumbled by about 15% after the war. On the other hand, the calamity howlers moaned of the dangers of ten million or more unemployed as a postwar prospect. Our numbers of those actually unemployed after the war were very moderate.

These extreme emotional forecasts disturbed the writer, and he turned back to his files for the data on the 1799 to 1929 period, projecting the trend of that period to the postwar

THE SCHUYLER HOPPER Co.

MARKET RESEARCH • SALES PROMOTION • ADVERTISING

TWELVE EAST FORTY-FIRST STREET • NEW YORK 17, N. Y. • LEXINGTON 2-3135

Why do so many Sales Managers wear blinders
when it comes to the one market factor
that counts most in selling their products?



The Sales Manager is a walking encyclopedia of market statistics.

He knows who his customers are, who his prospects are, where they are, and approximately how many.

He knows how many units of product he's sold, how many competition has sold, and what the potential is.

What he is most likely NOT to know is what customers and prospects think (right or wrong) of his product, his company, his salesmen, his service, his competition - and, particularly, WHY they think it.

Yet he can have no clear, workable understanding of why sales that seemed certain were lost; of what's making life tough for his salesmen and costly for his company, without sure knowledge of what customers and prospects think - knowledge that reliably weighs what's most important to them about his product, what's less important, what's unimportant.

And without such knowledge, advertising is an expensive chip in a costly game of chance.

The Sales Manager who relies for such information on his personal knowledge of customers and prospects, and on the reports of his salesmen, may be fooling himself. He and his salesmen may be too close to the job of selling



- to get a clear, balanced picture of customers' and prospects' problems and needs, their prejudices and confusions;
- to get the real reasons behind turn-downs;
- to analyze objectively the steps that lead to sales.

First-hand information of what people believe about your product - what they believe that's right; what they believe that's wrong; what they don't know at all, and should; will provide the authority your selling and your advertising needs in order to sell by helping people buy.

Sincerely yours,

The Schuyler Hopper Co.

MARKET RESEARCH • SALES PROMOTION • ADVERTISING

"Experienced in the reduction of guess work in advertising and selling."

years. Before the war ended he wrote a manuscript on this and showed it to some of his professional friends. Thus the forecast on this basis was registered in advance with independent witnesses. When the official estimates for 1946 were given out in Washington, the national economy for that year was just 1.1% off the beam of the trend fitted to the 1799 to 1929 period.

That showed that this trend established by the actual growth in our past economy was a very much better forecaster of the future than the noted prophets whose forecasts were so wide of the mark for postwar economic levels. With this heartening stimulus we did a lot more work, polishing the accuracy of the trend line that is fitted to the 130-year period from 1799 to 1929. We then designated this the Normal Expectancy Trend line, and we kept on comparing its upward growth with the wobbling upward movements of our economy.

This Normal Expectancy Trend line is like a rifle shot fired from a past period, distant by at least a quarter of a century. Yet it hits the data for the last decade as closely as though it had been fitted mathematically to them. It is purely a projection from the dynamic past to the dynamic present, yet the two lines keep drawing closer and closer together.

Pre-Korean Recovery

During World War II our rate of economic activity rose rapidly for a time until part of the loss in the great depression was recovered. It passed above the Normal Expectancy Trend line. Before the war ended, however, our rate of activity started to sag. It kept on sagging from the rate of normal growth until it reached a point almost 10% below this normal late in the year 1949. Of course the few remaining people who think that a dead level is normal are loath to admit that this four-year flat period was really a postwar depression, or readjustment period. We started recovery from this depression not with the Korean war, but months earlier, at the end of 1949. The gloomy prophets who feel that only war activity is saving us from a repetition of the woes of the great depression fail to point out that we were well back to normal when the Communists marched south in Korea in June 1950. The spurt ahead which that war caused was in prices, not in total economic activity. The economy kept on rising steadily, but quietly.

Along with the Eisenhower election our economic activity did forge ahead at a fairly rapid rate. It

reached 5¼% above the Normal Expectancy in the second quarter of 1953. That alone would have been the signal for a short period of readjustment. On top of that the Administration announced drastic cuts in military expenditures. Surely the bottom would drop out of the "boom," if there was a boom. But our economy merely sagged gently until it was about 3% below the Normal Expectancy in the third quarter of 1954. It did not even go as far below this normal in 1954 as it had gone above in 1953. Since this low point in 1954, our rate of total economic activity has quietly and wholesomely risen to the normal, but not above it.

What's Our Position?

Where do we stand today? Are we in the midst of a dizzy boom as some would have us think? As we entered the year 1955 we broke through our previous highs in total economic activity. That scares a lot of people who fail to be able to grasp the fact that we have a complex dynamic economy that cannot be kept from growth without killing it. The philosopher who wrote *Alice in Wonderland* and *Through the Looking Glass* expressed a profound truth when he had the Red Queen say to Alice: "Here it takes all the running you can do to keep in the same place." Even with our advance beyond the high point of 1953, we failed to reach the ever-advancing Normal Expectancy Trend line. Even by the second quarter of 1955 we were still .27% below that normal. Our economy stands today as close to the normal which describes our average dynamic growth as it can get. We are not in a boom. It is obvious that we have recovered about halfway from the downward readjustment of last year, and at that point we stand on the line of normal, dynamic growth.

Better than scaring us down to a rate of normal growth by shouts of "boom" would be a wide knowledge and acceptance of the facts of the growth of our dynamic economy. If our business, financial and political leaders could ignore the comments of those who prophesy from false premises, and follow the "beam" of the Normal Expectancy Trend in their advance planning and decisions, we might readily reduce our swings of business away from this normal and achieve dynamic economic stability and steady adequate employment.

If we do so reduce our wasteful fluctuations in business, it would be natural that the normal itself would be pushed upward somewhat. Any forecaster should be most happy to

have to revise his estimates upward for such a cause.

During the coming year our growth may be somewhat sobered by political conditions. The surge ahead in late 1952 and in 1953 seems to have been partially an Eisenhower boom. The stock market was greatly disturbed by President Eisenhower's illness. It seems highly possible that business enthusiasm for his leadership may not have the sway in the next five years that was anticipated. However, we have had a real taste of economic freedom again and the forces of sane restraint are too great in both parties to make any great departure from normal economic growth probable under the leadership of any President who could be elected and be supported by Congress.

The economy should expand during the next year, probably by about 6% over the present level. A slackening in late 1956 would be natural, but is by no means sure. By 1960 our gross national product should advance to about \$430 billion in terms of present-day dollars. And by 1965 we should be enjoying a total national economy amounting to 499 billions in such dollars. Of course any one particular year is subject to a "cyclical" swing away from the normal line. Retail trade should advance in proportion to the total economy, with greater strength if we turn more from war to a peace economy. Our various lines of industrial activity vary in their rates of growth from that of the total economy. How they will vary can be determined largely from study of their past variations from the Normal Expectancy Trend.

Trusting that the truth of this analysis of our dynamic growth may be seen more clearly in the future and that greater stability will result, we have set the upper and lower limits for future minor swings as close as 3% to this Normal Expectancy line on the chart, but we have drawn the upper line more lightly than the lower one.

Our dynamic business record indicates an economy of half a trillion dollars by the year 1965. **The End**

The latest official estimates place the total economy 7 points (not 7%) over the second quarter figures. Approximately one-half of this increase is due to rising prices. The remaining increase in constant-dollars is not much more than enough to offset the regular advance of the Normal Expectancy. The final estimates for the third quarter will probably show the national economy to be fractionally above the Normal Expectancy Trend line.



Slow-moving shipments kept Joe in a pickle. His sour disposition nothing could tickle...



But now he's all sweetness—the light just broke through. Could swift RAILWAY EXPRESS be your answer, too?

The big difference is

Whether you're sending or receiving, whether your shipment is big or small, and whether it's moving by rail or air—you'll find it pays to specify Railway Express. It makes the big difference in speed, economy, and safe, sure delivery.

• • •

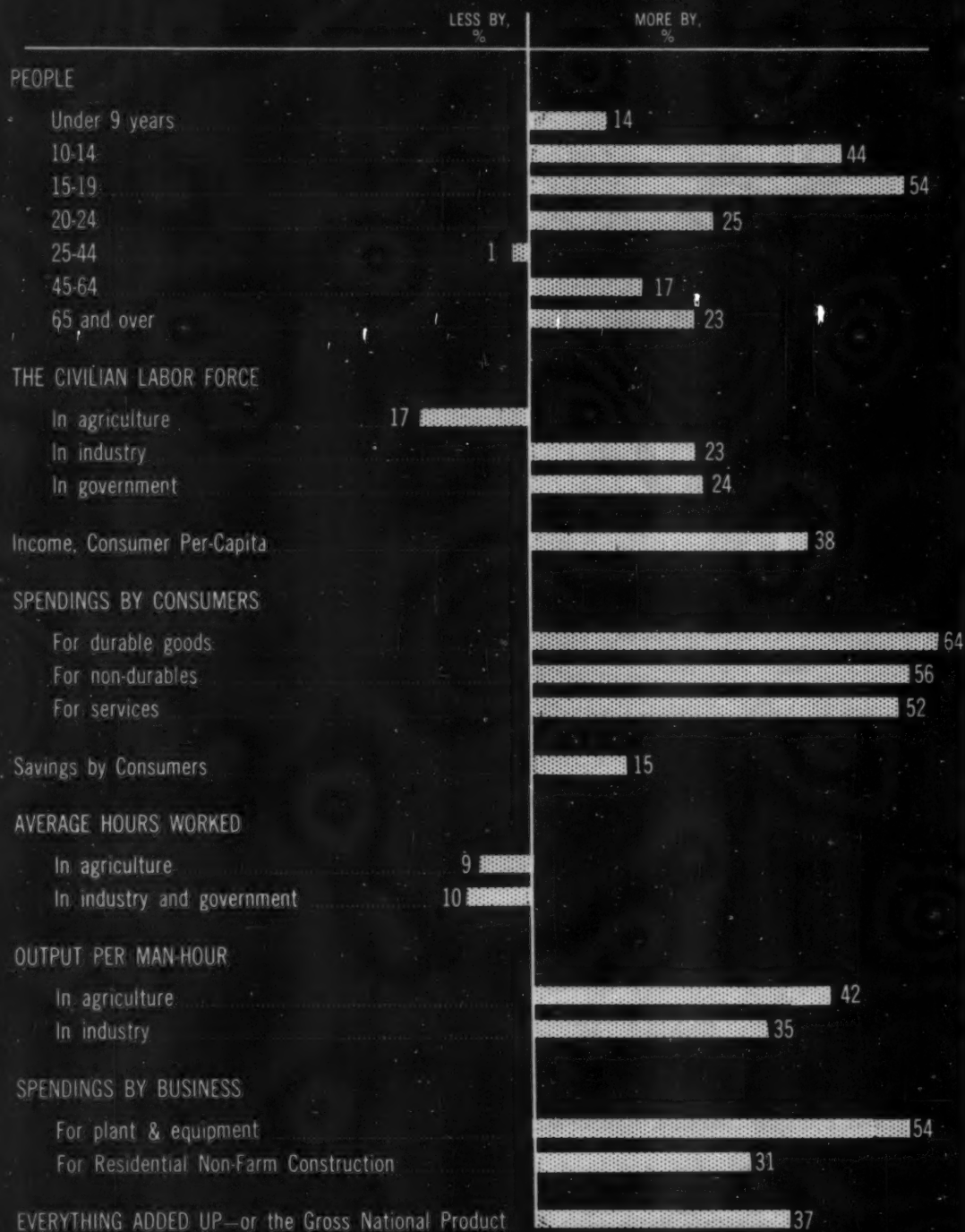
Railway Express uses the facilities of some 480 independent and competitive transportation companies in the movement of express traffic. It's free enterprise at its best, putting at your service one-third of a million miles of co-ordinated rail, air, water, and truck routes that connect all America.



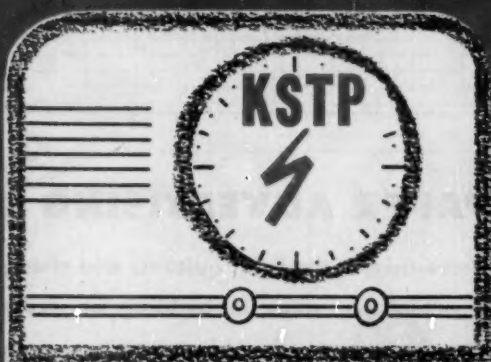
...safe, swift, sure

1965 Blueprint of the U. S. A.

(GAINS AS COMPARED WITH 1955)



Sources: Joint Committee on the
Economic Report and
SALES MANAGEMENT



SHOWMANSHIP...
SERVICE...
STARS...

These are the ingredients which have helped KSTP achieve and maintain its status as the Northwest's leading station.

KSTP-TV is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and *first* in audience loyalty.

KSTP Radio continues to lead the way through an aggressive and progressive programming policy designed for today's listening audience.

To reach and *sell* this active-buying FOUR BILLION DOLLAR market, KSTP and KSTP-TV are your best buys.



Radio
50,000 WATTS

KSTP

Television
100,000 WATTS

MINNEAPOLIS • ST. PAUL Basic NBC Affiliate

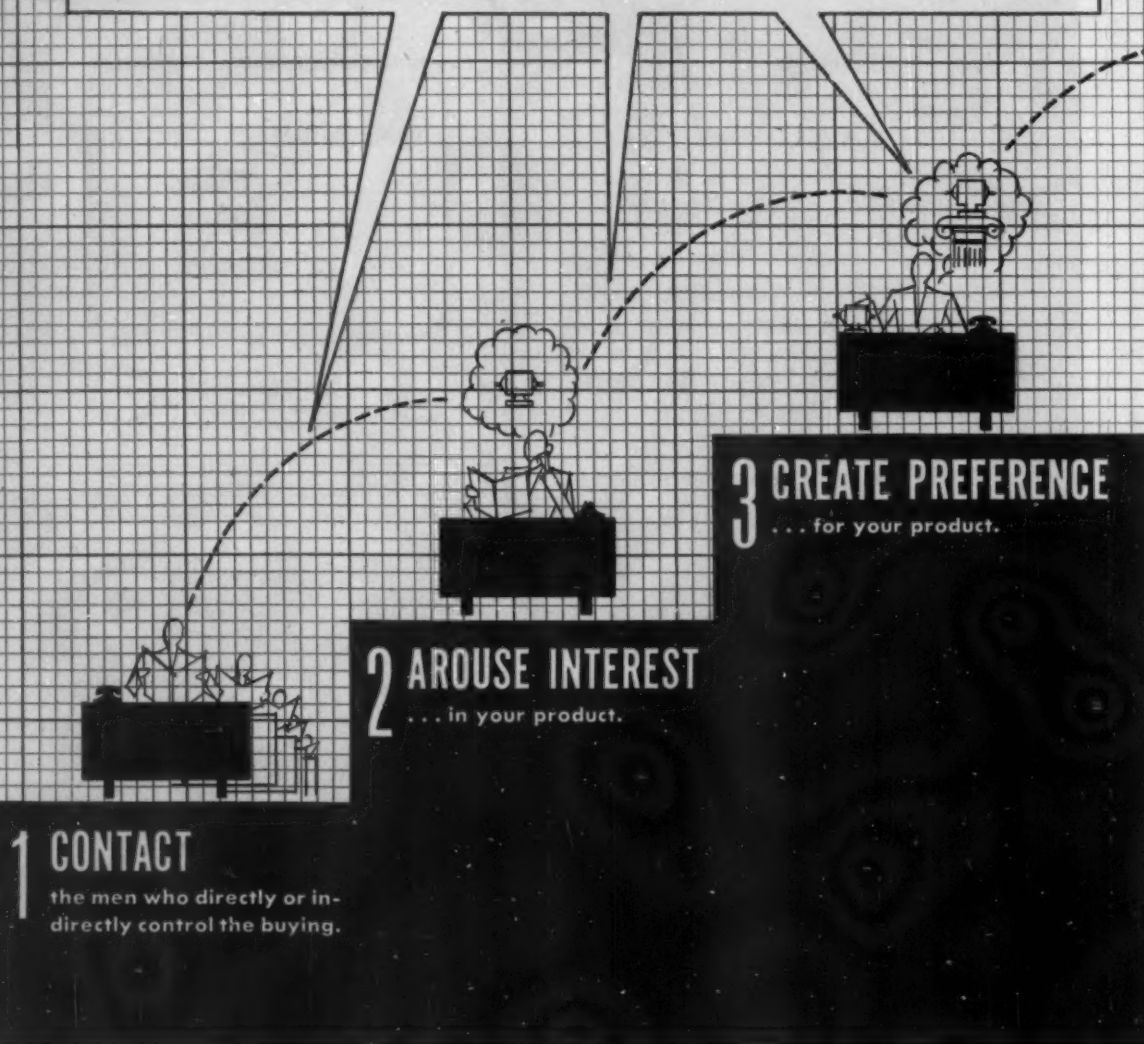
"The Northwest's Leading Station"

EDWARD PETRY CO., INC., NATIONAL REPRESENTATIVES

Methods Chart for

APPLY BUSINESS PAPER ADVERTISING HERE

Sound and consistent Product Advertising is the best, quickest and cheapest way to accomplish the preliminary steps in building an order.



INCREASING SALES POWER

4 SPECIFIC PROPOSAL

... applying your product to the prospect's problem.

5 CLOSE THE ORDER

... the pay-off step.

6 KEEP CUSTOMERS SOLD

... apply advertising to help the salesman hold the line against competition—lay the foundation for future sales.

FOR GREATER SALES PRODUCTION... HERE

With ADVERTISING (Mechanized Selling) functioning properly on Steps 1-2-3 the salesman can concentrate more of his valuable selling time on the important job of producing finished orders.

McGRAW-HILL PUBLISHING COMPANY, INC.

ABP

330 WEST 42nd STREET, NEW YORK 36, N. Y.

ABC

HEADQUARTERS FOR BUSINESS INFORMATION





Mr. and Mrs. America: They're Going to Have More Babies!

BY CONRAD TAEUBER • Assistant Director
Bureau of the Census



There are now more than 165 million Americans, compared with nearly 152 million in 1950, and 140 million in 1945. We have grown by 25 million persons in the 10 years between 1945 and 1955. If we should grow by the same amount during the next 10 years, the total population in 1965 would be approximately 190 million. If the growth of population during each of the next five-year periods should be as much as during the last five, the total population in 1965 would be about 193 million.

Actually, it is impossible to pick a figure for 10 years in the future with

any precision. The major element of uncertainty is in the number of births likely to occur in the next 10 years, for we know that birth rates can change rapidly. Deaths and immigration, the two other elements that must be taken into account in any attempt to estimate the future population of the country, do not present similar difficulties. Rapid or violent change in the slow decline of general death rates seems unlikely, barring a major disaster such as a war. Immigration would have been an important element at one time in the nation's history, but in recent years the total net immigra-

tion into the country has been little more than 200,000 per year, and it seems unlikely that this number will change enough to affect estimates of future growth of the population.

Estimates of the future course of the birth rate, and, therefore, the number of births, are subject to conditions the effects of which are not well-known. Most estimates of future growth which were generally accepted 10 to 20 years ago have been too low, chiefly because there was no clear basis for forecasting the continuation of the relatively high birth rates after the end of World War II.



U. S. Population in 1965 . . . If

1. Present level of fertility continues.
Projection: 42 million births by 1965.
1965 population: 193.4 million.
2. Fertility rates observed in 1950-53 continues.
Projection: 39 million births.
1965 population: 190.3 million.
3. Between now and 1965 fertility rates drop regularly from the 1950-53 level to roughly the prewar level.
Projection: 35 million births.
1965 population: 186.3 million.

These figures are not forecasts; they are simply projections based on the three assumptions of what might happen. Recent population projections have been too low. The population, by age groups, shown in this table is based on three possibilities open to Mr. and Mrs. U. S. Citizen.

Age	1950 Census	1955 (July)	42 million births by '65	39 million births by '65	35 million births by '65	Percent change 1955-65
	(000)	(000)	(000)	(000)	(000)	
Total	151,677	165,248	193,346	190,296	186,291	—
Under 5	16,312	18,307	20,413	18,881	16,265	—
5-9	13,300	17,148	20,252	18,734	17,345	—
10-14	11,144	13,340		19,152		43.6
15-19	10,680	11,186		17,199		53.8
20-24	11,621	10,766		13,461		25.0
25-44	45,495	46,945		46,373		-1.2
45-64	30,761	33,429		39,125		17.0
65 and over	12,364	14,127		17,371		23.0

No one can say with assurance whether there has been any fundamental change in the attitudes of American men and women toward the ultimate size of family they wish to have.

At one time it would have been argued that the increased concentration of the population in urban areas, the lengthening of the period of school attendance and the rapid increase in the number and proportion of women in the labor force would tend to depress birth rates. It was also assumed that as knowledge of the means of controlling fertility became more widespread, a decrease in birth rates would follow. Although these developments did occur, birth rates in recent years have been main-

tained at a relatively high level. However, there is no indication that in the near future families will again be as large as they were a century ago or as small as seemed likely a generation ago.

The high levels of birth in recent years have been maintained during a period of generally high employment and high levels of economic activity. What effect a period of lowered economic activity might have, or how long it would need to persist before its effects would be reflected in the birth rate, is not known. The fact that the national birth rate quickly reflected changes in military manpower policies during World War II, and that there was a similar reaction

to some of the developments connected with the Korean war, suggests that fertility may respond quickly to developments which people believe affect their future. However, the economic downturn of 1953-54 is not reflected in birth rates in 1954 and 1955.

Different age groups grow at different rates. Different age groups are expected to grow at different rates during the next 10 years. In fact, there will be fewer persons 25-34 years old in 1965 than in 1955 or in 1950. In 1965 this is the age group which includes persons who were born during the depression and the early post-depression years. These are the

THEY LAUGHED AT HENRY WALLACE

It was just 10 years ago, in 1945, that Henry Wallace, then Secretary of Commerce, wrote a book entitled, "Sixty Million Jobs."

In this book Henry Wallace proposed that figure as a postwar employment goal for this country in periods of full prosperity. At the time, Wallace's projection was greeted with skepticism and ridicule. People called it fantastic.

Yet in July 1955, just 10 years later, employment in the U. S. made history by reaching not 60 million but 65 million.

Many of the projections ahead to 1965 may sound equally fantastic to some of us—and yet it may turn out that they are actually short of the mark, as was Wallace's highly publicized prediction.

birth classes which gave us the low figures for the 10-19-year-olds in 1950—the same classes which created serious problems in terms of the draft and in terms of the numbers of new recruits into the labor force in recent years. As they are replaced by the larger birth classes of later years, these problems will no longer exist, but as these persons grow older they in turn fail to replace the older persons who were born in earlier years.

The school administrator who has dealt with the recent rapid growth in the number of second and third graders, the department store buyer who found himself continually running out of size 8 children's clothes this past year, and the manufacturer of goods catering to preteen-age youngsters have all recently felt the effects of the 1947 boom in births. There had been increases in the number of births all through the war, but the 1947 baby crop set what at that time was an all-time record for the United States. That record, however, did not stand very long. It has been exceeded each year since 1951. The year 1954, with more than 4 million births, set a new all-time record which may be equaled or exceeded when the

returns for 1955 are in.

Between 1950 and 1955 the number of children 5 to 9 increased by about 4 million. Under the highest of the assumptions stated above, it would increase by another 3 million between 1955 and 1965; under the lowest it would remain approximately the same. One of the largest increases for any age group is that for children 10 to 14. They numbered approximately 11 million in 1950, increased to 13 million in 1955, and can be expected to number 19 million by 1965. It is not difficult to see what a tremendous increase in demands for personal goods and services, as well as public services, is implicit in these figures. The next 5-year age group shows an even more rapid increase between 1955 and 1965. In 1950 there were 10.6 million 15-19-year-olds; in 1955 their number had grown to 11.2 million; by 1965 it will be approximately 17.2 million. It is estimated that high school enrollment will increase by at least 3% annually through 1964. Roughly speaking, for every three students now attending high school there will be five by 1965.

In contrast, the 20-24-year-olds, who numbered 11.6 million in 1950,

declined to 10.8 million in 1955, but are expected to increase by 1965 to 13.5 million—an increase of approximately 25% in 10 years. These figures in large part are the basis for the present concern over prospective rapid increases in the numbers of college students, for even if there should be no increase in the proportion of persons of college age who attend college, the numbers of college students would certainly rise. Add to this the expected increase in the proportion who go to college and the problem becomes quite clear.

The age group 20 to 24 is also predominantly the age group from which young married couples are recruited. In 1955 this is the age group which was born in 1930-34; in the next five years they will be replaced by the groups born in 1935-39. For the next five years, therefore, this age group will show relatively little growth. After 1960 the growth in this group will be much more rapid; between 1960 and 1965 the age group 20 to 24 will increase by approximately one-fourth.

In recent years much attention has been given to the number of older persons whose numbers have been increasing rather rapidly. Between 1950 and 1955 persons 65 years old and over increased faster than the total population, and in 1955 they numbered 14 million. By 1965 they are likely to number approximately 17 million.

The differences in the numbers of young people entering working age and the number of older persons reaching retirement age are such that the total number of persons of working age, say 18-64, is growing relatively slowly, for most of the increase in the population is in the youngest age groups. Between 1950 and 1955 more than three-fifths of the total in-



Taeuber of the Census

The Assistant Director of the Bureau of the Census, Conrad Taeuber, is shy, soft-spoken and has, people in his field agree, an awful lot on the ball. He's likely, they say, to be right.

Taeuber was born in Hosmer, S. D., June 15, 1906. He received his A.B. from the University of Minnesota in 1927 and his M.A. in 1929.

Through the '30's Taeuber held various Government jobs, chiefly in the Department of Agriculture, joining the Census Bureau in 1945. In 1951, he took his Ph.D. at the University of Heidelberg. That year he was appointed Assistant Director of the Census, in charge of demographics.

The Taeubers have two sons: age 22 and 19.

A New Star *Rises in* ~~FALLS ON~~ ALABAMA



The Metropolis of Muscle Shoals
now classified by Sales Management as a potential
METROPOLITAN MARKET

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"Big-City" influence

Not a satellite of any nearby city, the Metropolis of Muscle Shoals is the focal point of the great Tennessee Valley power-and-industry development.

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34th
IN FOOD!

The Muscle Shoals market's Food Index of Change, 249, ranks 34th among 234 leading markets of the U. S.

METROPOLITAN COUNTY* DATA

Population	97,300
Effective Buying Income	\$106,583,000
Retail Sales	\$70,755,000

CITY** DATA

Population	54,300
Effective Buying Income	\$77,433,000
Retail Sales	\$59,995,000

*Metropolitan bi-county market area.

**Contiguous incorporations of Florence, Sheffield, Muscle Shoals City.

MUSCLE SHOALS

Alabama's Star Market of the Tennessee Valley

EFFECTIVELY SOLD ONLY THROUGH LOCAL MEDIA

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NOVEMBER 10, 1955

45

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is
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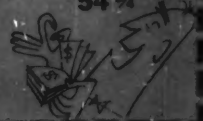
If You'd Been Wise 10 Years Ago...

COMPARATIVE STOCK PRICES

	1945	1950	1955*
E. I. duPont de Nemours	48 $\frac{1}{2}$ _a	85%	211%
General Motors	38 $\frac{1}{2}$ _a	54%	131%
Procter & Gamble	44 $\frac{1}{2}$ _a	71%	98
U. S. Steel	14 $\frac{1}{2}$ _a	21 $\frac{1}{2}$ _a	54%

Source: Merrill Lynch, Pierce, Fenner and Beane

*As of 10/18/55
a. adjusted



crease in numbers occurred in the ages under 18. The total 18-64-year-old group increased from 92 million in 1950 to 96 million in 1955, and is expected to be 106 million by 1965. But for the age group 25-44 there will be almost no change between 1955 and 1965.

The average number of persons in the labor force in 1954 was 67.8 million persons, compared with 64.5 million in 1950. A set of projections based on a number of assumptions concerning the level of economic activity, and the changes in labor force participation rates for the several age and sex groups indicates that by 1965 the total number of persons in the labor force 14 years old and over may have increased by another 10 million persons. This would represent an increase of approximately 1 million per year, a somewhat higher rate of growth than that observed since 1950.

Some other changes. The American population in 1965 will be almost entirely native. In 1950 the proportion of the foreign-born population was only 7%; in 1910 it had been twice as large. Since the volume of foreign immigrants continues to be less than enough to replace the older foreign-born persons who die, the numbers and percentage of the foreign born are steadily declining.

The proportion of the population which is white and that which is non-white has remained virtually stable for the last 50 years. There were, however, some indications that the non-white population increased slightly more rapidly than the white between 1940 and 1950. It appears highly unlikely that the proportion of white and non-white in 1965 will dif-

fer very much from the 1950 proportions of 89.5 and 10.5.

There have, however, been important changes in the distribution of the non-white population within the country. Negroes, who historically have been concentrated in the South, have in recent decades moved to other parts of the country in large numbers. Migration was primarily to the northern states, but a considerable number went to the Pacific states where the half-million Negroes reported in 1950 were nearly four times as many as there had been in 1940.

To the Suburbs

There are many indications that the movement to the cities, and their suburban areas, has continued at a high rate since 1950, but there are no general figures to establish the size of this movement. One bit of indirect evidence comes from the trend in the farm population, which has continued to decline. In 1950, 25 million persons were reported as living on farms. By 1955 that number had declined to 22 million. Taking into account the fact that farm people regularly have more births than deaths, the number of persons who moved away from farms during those five years is estimated at nearly 5 million. The proportion of the population living on farms in 1965 will, of course, be less than it is at the present time, if economic conditions in the non-farm sector of the economy should continue to attract young farm residents.

Americans have always been a mobile population, ready to go where opportunities seem to be greatest. Approximately one out of every four persons lives in a state other than that

in which he was born. Between 1940 and 1950 the western states, which grew most rapidly, gained a total of 3½ million migrants. The South has a net loss of nearly 2½ million migrants. Other regional gains and losses were smaller and there was some net immigration from foreign countries. Between 1950 and 1954 the largest gain in the population of any state was that in the civilian population of California, which grew by 1,800,000. New York increased its numbers by nearly 1 million, and Florida, Michigan, Ohio, and Texas each increased by more than 500,000 persons. Over a longer period of years, the states of sustained rapid growth have been Arizona, California, Delaware, Florida, Maryland, Michigan, Nevada, New Mexico and Texas.

Projecting the future population by states is a hazardous undertaking, for the population of a state may change very rapidly in the course of a short time due to migration, whether in response to some new opportunity or to the loss of opportunities which once existed. The Bureau of the Census has prepared projections of the population by states based on a variety of assumptions reflecting past experience. In general, they indicate that from now to 1965 the Pacific and mountain states, as well as the South Atlantic states are likely to grow more rapidly than the national average. For the East North Central states, growth at approximately the national rate is projected. But the West North Central, the East South Central, West South Central, New England, and Middle Atlantic states have generally been growing less rapidly than the national average.

There are currently approximately 48 million households in the United States, and the number has been increasing at an average of 833,000 per year during the last five years. Changes in the number of households are due in part to changes in the number of marriages and in part to the extent to which family and other groups maintain their own households or live with others. Marriage rates currently are down in comparison to those of the late 1940's, but even despite the relatively small number of persons in the ages at which first marriages most frequently occur, the marriage rate is approximately at the pre-war level. During the next five years the number of households and the number of families are likely to increase somewhat less rapidly than the average for the last five years, and it appears unlikely that there can be much change in their rate of growth until after 1965. However, changes in the tendency of older persons to maintain their own households, or of young adults to leave the parental homes and establish their own households could introduce variations.

The redistribution of the population has been accompanied by some equalization of income levels and by a marked equalization of the amenities of modern life, improvements in health and reductions in death rates, and increased educational standards. Differences remain, but there has been a general tendency toward more rapid improvement in these respects among persons and areas which formerly ranked low. A case in point is the rapid distribution of modern conveniences to all groups of the population as illustrated by the fact that in 1955 two-thirds of the households reported television sets, and that radios and electricity in 1950 were nearly universal. Regional differences and differences due to cultural background remain, but in many ways we are becoming increasingly homogeneous.

Summary. Continued growth in population over the next 10 years is indicated. The growth will come particularly in the youngest and oldest age groups. It will be less rapid in the young and middle-aged adult groups, especially in those which are entering the labor market or establishing new households. After 1965, the persons born during the early post-war years will contribute heavily to growth in the number of young adults. The proportion of the foreign-born will continue to decline. Growth rates within the country are likely to continue uneven with particularly high growth in urban, and especially in suburban areas.

The End

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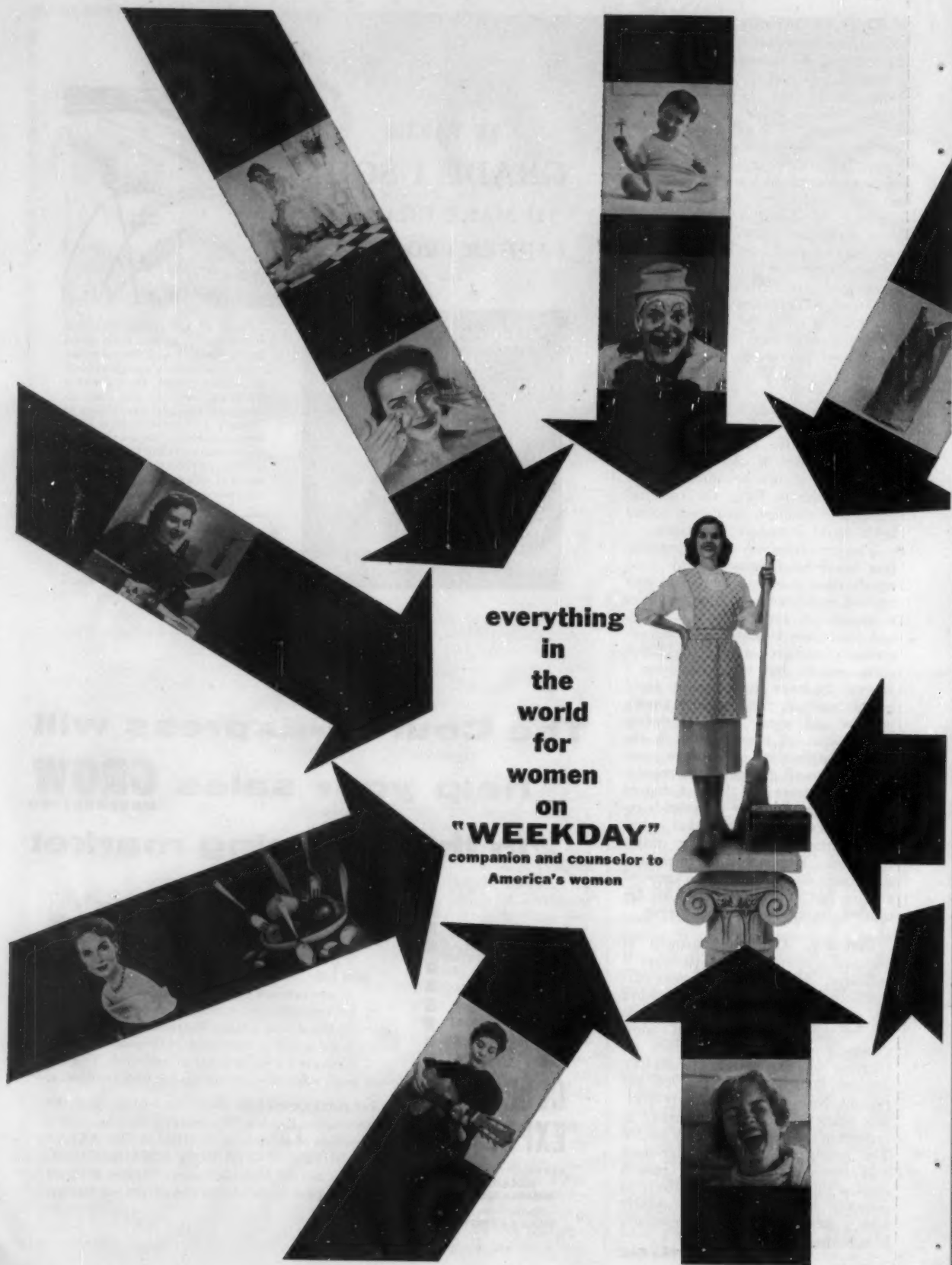


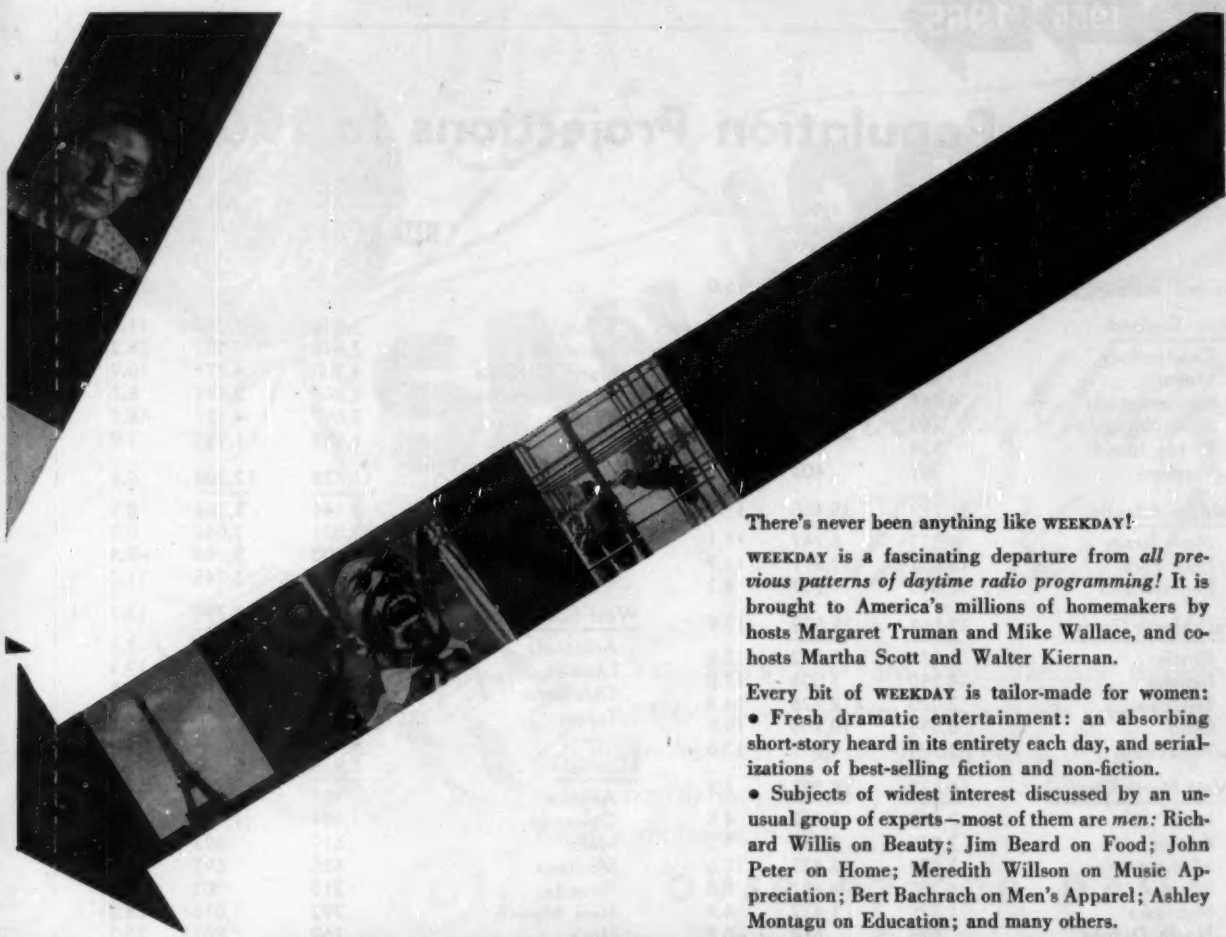
Buffalo and Western New York's sound, steady growth during the last decade will accelerate during the next 10 years because of important new influences like the New York State Thruway, a new network of expressways and bridges, the St. Lawrence Seaway, and the location of many new plants in this area of primary distribution. And growth here is based on a firm foundation of economic stability thanks to a wide diversity of industries. You can devote major sales effort to this market with confidence.

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REPRESENTATIVES:
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Pacific Coast:
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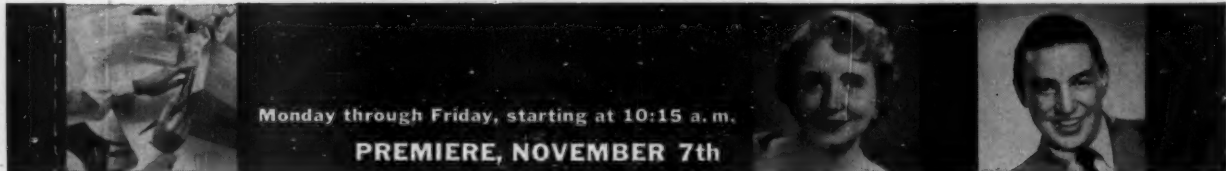


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NOVEMBER 10, 1955



State Population Projections to 1965

	Jan. 1, 1955 SM Estimate (add 000)	1965 Projection (add 000)	In- crease %		Jan. 1, 1955 SM Estimate (add 000)	1965 Projection (add 000)	In- crease %
United States	162,566*	188,593*	16.0	Georgia	3,646	4,046	11.0
New England	9,822	11,109	13.1	Maryland	2,638	3,303	25.2
Connecticut	2,200	2,631	18.5	North Carolina	4,300	4,771	10.9
Maine	911	992	8.8	South Carolina	2,248	2,443	8.7
Massachusetts	4,945	5,583	12.9	Virginia	3,647	4,327	18.7
New Hampshire	540	582	7.8	West Virginia	1,963	1,983	1.0
Rhode Island	824	918	11.3	East South Central	11,738	12,302	4.8
Vermont	381	403	5.8	Alabama	3,144	3,362	6.9
Middle Atlantic	31,799	35,465	11.5	Kentucky	3,021	3,045	0.8
New Jersey	5,333	6,247	17.1	Mississippi	2,200	2,150	-2.3
New York	15,651	17,511	11.9	Tennessee	3,372	3,745	11.0
Pennsylvania	10,815	11,707	8.2	West South Central	15,790	17,799	12.7
East North Central	32,668	38,528	17.9	Arkansas	1,892	1,820	-3.8
Illinois	9,174	10,452	13.9	Louisiana	2,956	3,484	17.9
Indiana	4,280	5,006	17.0	Oklahoma	2,277	2,140	-6.0
Michigan	7,070	8,825	24.8	Texas	8,665	10,355	19.5
Ohio	8,555	10,204	19.3	Mountain	5,823	7,226	24.1
Wisconsin	3,590	4,041	12.6	Arizona	999	1,429	43.0
West North Central	14,631	15,702	7.3	Colorado	1,494	1,760	17.8
Iowa	2,643	2,762	4.5	Idaho	619	693	11.9
Kansas	2,076	2,262	9.0	Montana	625	693	10.8
Minnesota	3,106	3,435	10.6	Nevada	213	307	43.9
Missouri	4,155	4,487	8.0	New Mexico	792	1,016	28.2
Nebraska	1,371	1,437	4.8	Utah	768	961	25.2
North Dakota	619	614	-0.8	Wyoming	312	367	17.6
South Dakota	660	705	6.7	Pacific	17,054	23,212	36.1
South Atlantic	23,240	27,250	17.3	California	12,812	17,781	38.8
Delaware	366	462	26.1	Oregon	1,674	2,187	30.6
District of Columbia	871	1,020	17.1	Washington	2,568	3,244	26.3
Florida	3,562	4,895	37.4				

*State figures do not add precisely to national total because of rounding.

Sources: 1955 estimates from SALES MANAGEMENT 5/10/55
Survey of Buying Power; 1965 projections by Bureau of the Census.

The Projections Indicate Gains:

Much Greater Gains Than the Nation

Florida
Arizona
Nevada
California
Oregon

About the Same As the Nation

Connecticut
Massachusetts
New Jersey
Illinois
Indiana

Wisconsin
District of Columbia
Louisiana
Colorado
Wyoming

Substantially Better Than the Nation

Michigan
Ohio
Delaware
Maryland
Virginia
Texas
New Mexico

Utah
Washington

Considerably Less Than the Nation

Maine
New Hampshire
Rhode Island
Vermont
New York
Pennsylvania
Iowa
Kansas
Minnesota
Missouri

Nebraska
North Dakota
South Dakota
Georgia
North Carolina
South Carolina
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Kentucky
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Food Sales

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Economic Projections: New Tool for Top Management

BY GERHARD COLM • *Chief Economist, National Planning Association*

Economic projections can reflect for us the economic face of the future, even though the image is sometimes blurred or distorted. This new tool is an advancement over the market analyses which have been used for several decades for making decisions on sales campaigns, and investment programs. What we call market analyses are based on statistical facts. No matter how complete, statistical facts are always related to the past, whereas management decisions are made for the future. Therefore the use of market decisions still depends on someone's guess about what past facts mean for the future.

It is a fact that the XYZ Co. has sold three times more of its product in 1954 than in 1950. It is only a guess that it will sell even the same amount, let alone more, in 1960. Short of a crystal ball, there has been until now no way to get some kind of facts about the future.

Economic projections are a way to get facts and conclusions for the future from facts ascertained from the past. There is another newer tool, *economic programming*, which uses higher mathematics. I shall discuss *economic projections* only, which require merely a knowledge of arithmetic.

Economic projection for 1960.

As an illustration, here is an example of some economic projections which were published by the National Planning Association in a study, "The American Economy in 1960." The report was issued in 1952 and was based largely on the statistics for the year 1951 and previous years. This report noted that the gross national product (measurement of all goods and services performed, usually abbreviated to GNP) had been \$329 billion in

1951. It was estimated that the GNP would be \$425 billion in 1960.

Here are some of the steps taken to reach this conclusion:

1. A calculation was made of the increase in the labor force between 1951 and 1960.

2. It was assumed that the output per man-hour will continue to increase year by year due to advances in technology, management, and labor efficiency;

3. That the hours of work would decline slightly during the decade;

4. That the year 1960 would be one of high employment (that is, no more than 4% unemployment);

5. That there would be no international conflict requiring extraordinary defense efforts.

From these steps it was possible to calculate the sum total of production and services. In addition, a breakdown was made for consumer expenditures, business investment, international transactions, and Government activities for national se-

curity and other purposes.

How to use projections.

Assume that a corporation in the food industry wants to obtain a realistic idea of the sales possibilities in the next five or ten years. After obtaining a projection of the GNP as I have described, these steps would follow:

1. Break down estimated consumer expenditures into component parts, and get the prospective food consumption of the population. Food consumption depends on the size of total consumer income, distribution of consumer income, trends in nutrition and in alternative use of income for other consumer expenditures and saving. Such an estimated breakdown can be made quite reliably for consumer items, such as food. (It becomes hazardous for particular items, such as potatoes or butter, because of the variety of substitutions which may occur over the period.)

2. Once we have the estimate of



Meet the Author

Gerhard Colm, Chief Economist of the National Planning Association since 1952, has done pioneer work in the field of economic projections. He is a specialist on fiscal and monetary policy and the national economic budget. Before joining the NPA, Dr. Colm was Senior Economist of the Council of Economic Advisers, which advises the President of the United States. For several years he was Dean of the Graduate Faculty of Political and Social Science of the New School for Social Research, New York City.

the consumer expenditures for the foods in which the company is interested, the company can apply its percentage of the market and determine prospective sales. Most managers have some notions about their own plans for improving their competitive positions, about plans of their competitors and their share of the market. They can now make their own estimate of their chances of increasing the percentage of the market.

The "buts" and "ifs".

Suppose the company economist uses economic projections and presents you with an estimate, in dollars and cents, for future sales. How reliable is this estimate?

It is important to be aware of the uncertainties as well as the reliabilities of the method.

One way in which the manager can increase his chances of good results is to instruct his statistician to make alternative estimates based on different assumptions to obtain the range of possibilities. Even so, there are other uncertainties which must be understood:

1. Level of employment: little uncertainty.

The level of employment is always an essential in making projections. We cannot be positive that we will have high employment in all future years. However, under the Employment Act of 1946, the Government has assumed a responsibility for counteracting violent ups and downs of employment. We assume then that, over the long run, the United States will maintain a high employment level. There seems little risk in this assumption even though there are bound to be some limited ups and downs.

2. Estimate of labor force: Some uncertainty.

When the projection extends over a period of not more than 10 years, the estimate of the labor force is quite reliable. The people who will enter the labor force 10 years from now are already born. The number can only be affected by drastic changes in the death rate, the duration of education, retirement age, or the desire of married women to enter or withdraw from the labor force. These uncertainties, then, are of relatively minor importance in a 10-year period.

3. Hours of work: greater uncertainty.

Somewhat greater uncertainty is involved in hours of work. However, changes are usually rather gradual. Barring war, which produces overtime, or depression, which

How to Make Economic Projections

It is recognized that there are quite a few different routes by which an economy can develop. For example, you can have a situation of high consumption and relatively low business expansion. Other variations occur through higher or lower expenditures, larger or smaller taxes. Actually, seven different models of economic projections showing these various possibilities were constructed for a study which placed the gross national product for 1960 at \$425 billion.

On the basis of these seven models, one, an adjusted model, was constructed. This takes a somewhat middle position. It represents the common sense judgment of the authors as to the most likely possibility based on their knowledge of the American economic and social system.

The table summarizes the main estimates of this adjusted model. It compares it with the base year 1951 and the actuals in the first half of 1955. To make the comparisons more meaningful, the original figures of the 1952 study have been expressed in 1955 prices.

**Comparison of Economic Projection for 1960
With Actuals for 1951 and 1955
(in 1954 prices)**

		1951	1955 ¹ (1st half)	1960
Labor force	Mill.	66.0	67.6	72.5
Armed forces	"	3.1	3.1	3.5
Employed	"	61.0	61.5	67.1
Private	"	55.7	55.8	60.0
Unemployed	"	1.9	3.0	2.8
Average weekly hours		40.3	39.8	39.0
Output per man-hour		\$2.92	\$3.29	\$3.62
Gross national product	Bill.	\$340.2	\$380.0	\$440.6
Personal consumption expenditures	"	217.8	248.1	301.8
Gross private investment	"	58.0	57.1	57.9
Net foreign investment	"	.6	—5	2.6
Gov't purchases of goods and services	"	63.8	75.3	78.3

¹ In current 1955 dollars. Prices are assumed to be at 1954 levels.

Source: American Economy in 1960; Economic Indicators, August 1955.

brings shorter hours, we can foresee the trends quite accurately.

4. Productivity: Great uncertainty.

Great uncertainty prevails with respect to productivity, the increase in output per man-hour. Our present day estimates are based on historical experience. If automation should spread, we may have vastly greater productivity gains. It is our present assumption, however, that automation will be adopted gradually.

5. Breakdown of GNP: Greatest uncertainty.

When we move from the general estimates of the GNP and break it down into consumer expenditures, business expenditures for plant and equipment, residential construction,

net export and government, we reach the area of greatest uncertainty. Foreign economic policies, tax policies, policies of Government programs, central bank policies affect the degree of increase either in business or consumer spending, international trade, and the division between private and public spending.

It was for this reason that the NPA study on 1960 used alternative computations or models. That is why a business manager is advised to see alternative computations made on the basis of higher or lower national security programs.

A business manager might also consider different shifts in demand. A cigaret company may consider the future sale of cigarets under various



NOW... YOUR SALESMEN TELL YOUR STORY THE WAY YOU WANT IT TOLD

Your sales story can now be illustrated — in exact sequence — with full color pictures of your product, plant, and advertising plans. This amazing sales-stimulator takes 36 standard 35mm slides at a time.

The .FR Port-A-View has been hailed by sales managers as an economical, effective sales aid that salesmen like to use. Used by America's top companies. At photo dealers or write FR for free 30-day trial.

fr
PORT-A-VIEW
Self-contained projector, screen and automatic slide changer

\$54⁹⁵

Case Extra

DISCOUNTS IN QUANTITY
Weights only 4 lbs. Sets up, folds instantly, carries over shoulder like camera.



THE FR CORPORATION 951 BROOK AVENUE, NEW YORK 51



FOUND:

*a welcome answer
to your business
gift problem*

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about \$3.50 to \$20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★
HENNESSY
THE WORLD'S PREFERRED
COGNAC BRANDY

84 Proof Schieffelin & Co., New York

assumptions, such as clear proof that there is no connection between cancer and cigaret smoking, or that other supposedly less harmful types of smoking might take a great share of the market. Once the alternative projections have been made on the basis of assumptions most pertinent to his own industry, the manager can decide which is probable.

Projections and forecasts.

All of these uncertainties may lead some readers to conclude that this allegedly scientific procedure is not much of an improvement over hunches.

While I have been candid in pointing out the sources of uncertainty in economic projections, in all fairness I should say that the record on projections is most promising. But it is necessary to make one distinction:

Projections are not forecasts.

When an economist is asked by businessmen about conditions for next year, he makes a forecast. He considers not only economic trends, but shifts in sentiment and psychology, changes in what the Federal Reserve System will do, or what Congress will or will not do.

The record of the economists in short-range forecasts has not been good. As a matter of fact, forecasting in all fields—political, weather, or economic—has been poor. This is because in our lives there are so many—perhaps fortunately—unpredictable facts which make life not always easy, but interesting.

Economic projections might be called *hypothetical forecasts**. The results have been superior to ordinary economic forecasts.

The first such economic projection was published by the NPA in 1944 for the year 1950. It assumed that 1950 would be a year of full employment. Now it happened that the first half of that year had fairly full employment, and that the second half, under the impact of Korean war scare buying, was a year of rapid economic expansion and inflation. Using only the first half of the year 1950, as a more normal year, we find our 1944 projection was within 1% to 2% accurate.

Our 1960 projection which we made in 1952 can be tested for 1955. For 1955 we showed a total GNP of \$382 billion (adjusted to 1955 price levels). The actual GNP for the first half of 1955 is \$380 billion which is a pretty close hit. **The End**

* Editors note: For an example of a projection which might be called a "hypothetical forecast," see page 87, "1965 Projected Population Rankings."

Selling the "Board of Directors" means BIG BUSINESS on Midwest farms!



GOING PLACES WITH TWICE AVERAGE U. S. FARM INCOME!

PLANS ARE BIGGER and needs greater on Midwest farms where income, and investment in land, buildings and equipment is twice the national average.

In your plans to sell the world's richest farm market, it's important to keep in mind that you're talking business to both a family and a "board of directors." Home and office are one and meal-time is meeting time with all members of the family having a full vote in the decisions.

It's because everyone in the family has a voice in plans and purchases that the Midwest Farm Paper Unit is a natural for delivering your selling message. Practically every farm family in the eight Midwest states is a subscriber. These five local farm papers are preferred by readers, dealers and advertisers (see charts).

So to build bigger sales in the Midwest, advertise in the Unit—one order, one plate at a substantial saving in rates.

Sales offices at: 59 E. Madison St., Chicago 3... 250 Park Avenue, New York 17...
110 Sutter Street, San Francisco 4... 672 South Lafayette Park Place, Los Angeles 57

ADVERTISE IN

MIDWEST *Farm Paper* UNIT



WHERE FARMING IS BIG BUSINESS... AND GOOD LIVING!

NOVEMBER 10, 1955

It's time to be **SELECTIVE** in
Midwest Farm Market Advertising!

43%
MIDWEST FARM PAPER UNIT

Farm Magazine "A" 14%
Farm Magazine "B" 11%
Farm Magazine "C" 4%
Farm Magazine "D" 2%

READERS' First Choice

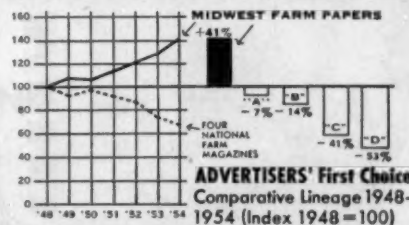
A survey of 6,049 Midwest farms, supervised by Batten, Barton, Durstine & Osborn, Inc., advertising agency.

64.7%
MIDWEST FARM PAPER UNIT

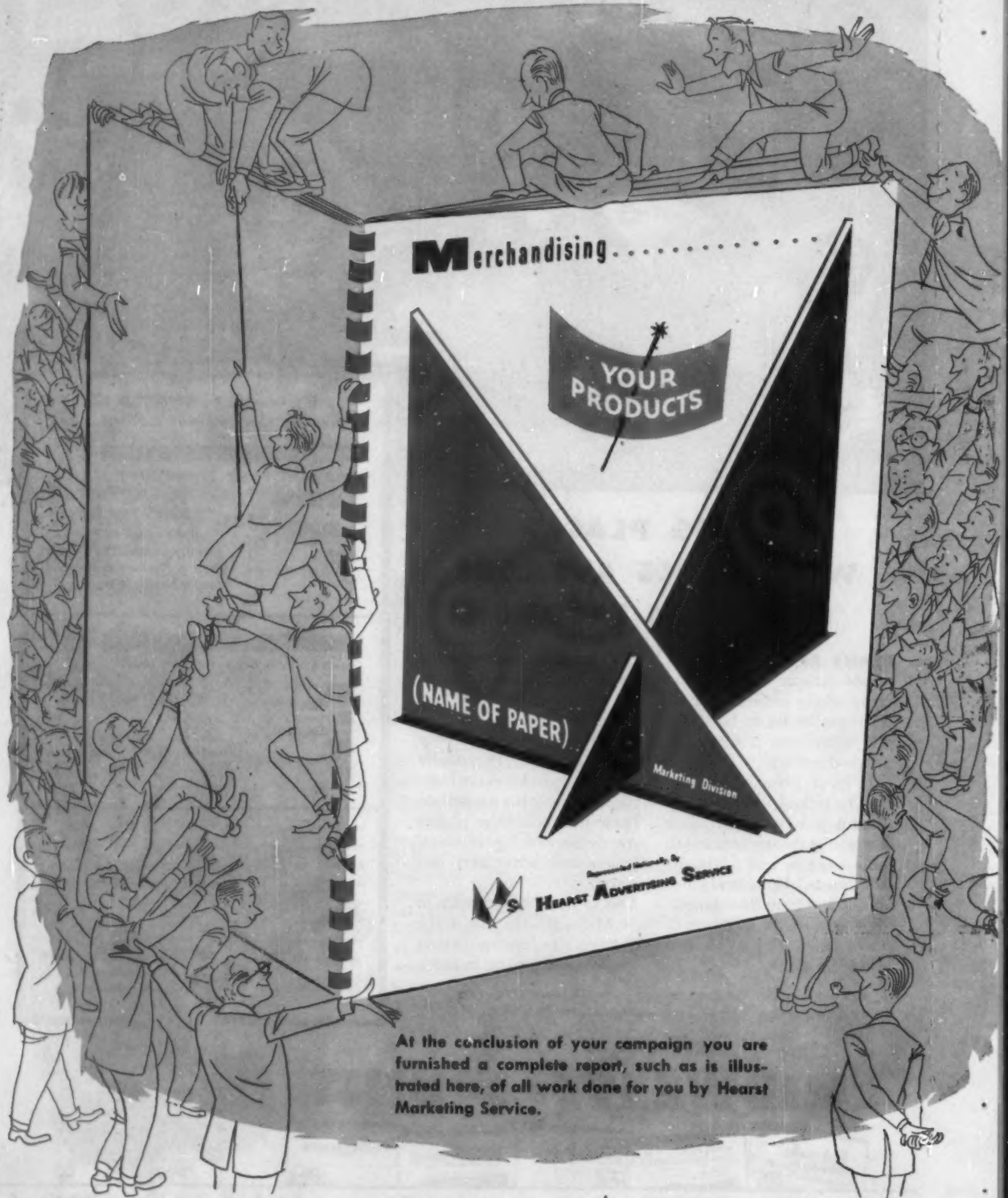
Farm Magazine "A" 7.9%
Farm Magazine "B" 5.2%
Farm Magazine "C" 6.2%
Farm Magazine "D" 1.5%

DEALERS' First Choice

4,186 Inquiries mailed by hardware wholesalers. Other dealer preference surveys available on request.



SHARPENING SALES IN



INDIVIDUAL MARKETS

How the Famous Hearst Marketing Service Helps Advertisers in Hearst Newspapers Get Top Results.

The Hearst Newspapers listed here make available a Flexible Service, geared to work constructively on almost any Sales Problem.

1. Our work in each city moves under the direction of your Divisional Sales Manager.
2. Our Operating Controls are practical Tools, in each Market, for handling the market and setting up working sales machinery for its City and Suburban Divisions.
3. We supply Routed Lists of Retailers for important retail business classifications.
4. Groups of trained field men make personal calls on Key and Volume Buyers to stimulate interest in your campaign, and the Timing of your Highlight Ads.
5. Their Sales Talks cover your Total Advertising Effort—all the forms of media used

in the campaign.

6. They make store checks of Shelf Stocks of your own and competitors' products.
7. They install window, aisle, counter and shelf displays.
8. They uncover new outlet prospects and report these to your Local Sales Office.
9. As new problems and needs develop our staffs go out to do the things that you feel best fit your plans and strategy.

We have no cut-and-dried pattern. The better we understand your plans the more intelligently we can work in the many services we are equipped to supply.



HEARST ADVERTISING SERVICE

Herbert W. Beyea, General Manager
959 Eighth Ave., New York 19, N. Y.
Offices in Principal Cities

Representing:

NEW YORK JOURNAL-AMERICAN
BOSTON ADVERTISER
BOSTON RECORD-AMERICAN
PITTSBURGH SUN-TELEGRAPH
BALTIMORE AMERICAN

BALTIMORE NEWS-POST
ALBANY TIMES-UNION
DETROIT TIMES
MILWAUKEE SENTINEL

CHICAGO AMERICAN
SEATTLE POST-INTELLIGENCER
SAN ANTONIO LIGHT
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER

THE RIPSTINGER WASHINGTON LETTER

Wednesday, November 10, 1965

Dear Sir:

Today—NOVEMBER 10, 1965—A big labor battle is shaping up over three-day week vs two-month vacation. Vacation lets companies shut plants, retool . . . Unions oppose this . . . Ugly rumors of bribery by leisure industries . . .

Back-to-the-City-Movement will grow much bigger before it dies down. No end in sight now. Expect lots of headaches for lots of people in this, but remember . . . the smart ones will make money.

It's not just older folks trying to escape suburban crowds, noise, traffic. Private surveys show young people, newlyweds joining trek back. Lot of reasons . . . more space, quiet, copying each other . . . looking for business opportunity, too.

Driving permits in big cities will remain hard to get, whatever you hear to the contrary. Senate probe into sales by district leaders of fake MD auto tags won't get anywhere . . . just politics. But there will be an interesting list . . . who paid for the privilege of driving, including some DC lobbyists sporting Congressional cars . . .

Salesmen may get blanket permit, like MD's. Chief purpose behind campaign is to build sales organizations, persuade college students to take sales, instead of engineering courses . . . promise of extra prestige, which kids go for . . .

Special 1966 population census is good bet despite suburban opposition. Simple argument convincing to Congress . . . Nobody knows where people live, harder to tax them. May include special question: When are you moving?

Income tax form will definitely be changed in May . . . adjusted to Revenue—Census electronic hook-up. New one will be longer, more tedious, but easier to fill out.

Gross income needn't be entered. Just scan column for your own bracket: \$10,100, \$10,200, etc. . . . Then, in small box beside it, draw horizontal line. Same for each type deduction, if you're using long form: charity, medical, entertainment, etc. Finally, look up table for tax and again draw horizontal line, while signing check.

Electric eye will scan all forms within twelve hours, automatically discarding those containing errors or showing amounts that don't jibe. Meanwhile, Univac battery will tabulate medical bills, charities, how much lunch sales prospects eat.

Political motivations research will narrow the choice of 1968 candidates for both parties. Both National committees already working on this. Findings coincide so far . . .

Two large minorities, enough to swing election, are respectively seeking father image or giant killer. Personnel experts, working with committees, pretty much agree on characteristics of each type and how to spot them.

Commerce Department pamphlet suggests that it may be cheaper to mould your sales prospects' foreconscious to your product than to suit your product to fore-conscious. Big angle, here, is getting retailored product on store shelves, convincing dealers it has longer hooks on psyche than old ones. Write to Superintendent of Documents, Washington 25, for "Dealing with Almost Conscious Sales Resistance." Price \$2.25.

New economic era, with built-in depression resistors, can't be proved, say top economic authorities. Calculations by electronic battery, they add, can be interpreted either way . . . Argument revolves around how we got out of 1958 crash . . . Government money, claim some . . . high productivity, say others . . . Nobody really knows.

Yours very truly,

THE RIPSTINGER WASHINGTON AGENCY

WSPD ... TELEVISION 316000 WATTS



Population	1,573,000
Families	496,600
Television Homes	376,890
Percent tuned to WSPD-TV	
Daytime	78%
Nighttime	91.5%

EFFECTIVE BUYING POWER

Total	\$2,646,007,000
Per Capita	1,723
Per Family	5,634

RETAIL SALES

Total	1,791,607,000
Per Family	3,608

Spent for:

Food	436,065,000
Gen. Mdse.	162,459,000
Furniture & Household	87,519,000
Automotive	360,120,000
Drug	52,185,000

WSPD ... RADIO 5000 WATTS



Toledo ranks high in the nation's 200 leading areas ...

- 38th in population • 33rd in total income • 37th in retail sales
- 39th in effective buying power • 6th in buying power per capita
- 7th in buying power per family • 34th in Food sales • 34th in Gen. Mdse. • 37th in Furniture and Household sales • 31st in Automotive sales • 35th in Drug Sales.

SPeedy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

EFFECTIVE BUYING POWER

Total	\$1,766,650,000
Per Capita	\$1,505
Per Family	\$4,948

RETAIL SALES

Total	\$1,189,187,000
Per Family	\$3,656

Spent for:

Food	\$285,812,000
Gen. Mdse.	\$114,494,000
Furniture & Household	\$60,552,000
Automotive	\$246,974,000
Drug	\$32,280,030

WSPD ... RADIO TELEVISION TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company

FOR MARKET, NAT. SALES BLDG., 118 E. 5TH STREET, NEW YORK

MORE AUDIO-VISUAL NEWS FROM BELL & HOWELL



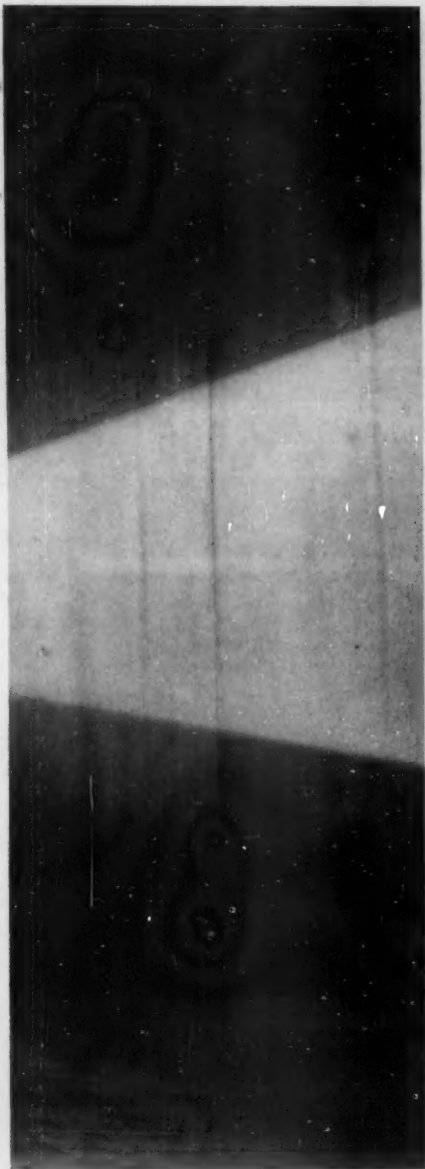
The Bell & Howell Filmosound 385, newly designed model of the world's most widely used 16mm sound projector.

A GREAT NEW SELLING TOOL

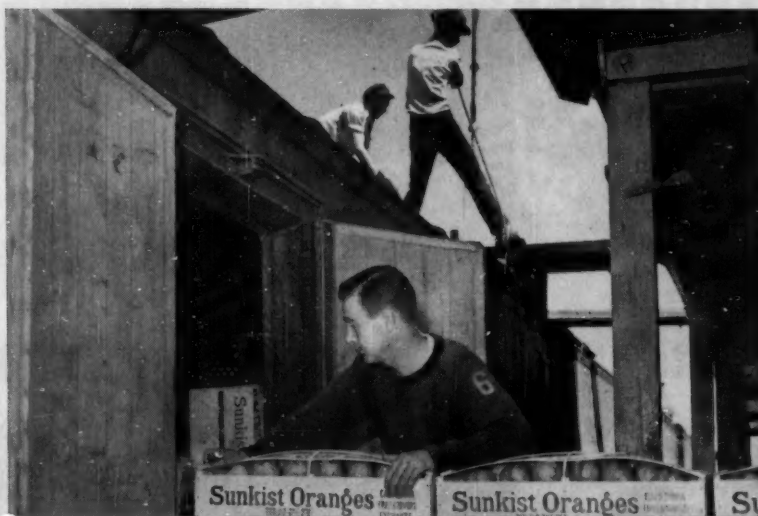
The famous Filmosound by Bell & Howell with new 15-watt amplifier and larger speaker for superior sound control and fidelity...plus other exciting innovations.

Bell & Howell's Filmosound, one of the finest instruments of this audio-visual age, is now better than ever!

The new Filmosound 385 brings you these important advancements: increased amplifier output (*double* power under normal conditions, *four times* stronger at low voltage), sound-insulated aluminum doors, an end to warm-up delay, streamlined styling of two-tone, scuff-proof case.



HOW TRUCKERS LEARN road hazards. Pacific Intermountain Express uses Bell & Howell's Filmosound and a company-made sound movie to warn drivers of dangers along its busiest run. Research proves that audio-visual training—the combination of sight and sound—has a greater audience influence than any other medium of communications.



HOW RAILROAD PROMOTES shipping service. To spur its growing volume of fresh produce traffic, Santa Fe Railway shows its own sound movies of the advantages of modern shipping methods to West Coast shippers. Sales stimulation, safety programs, employee relations, public goodwill—think of how *you* could use the new Filmosound 385!

for EMPLOYEE COMMUNICATIONS, SALES PROMOTION AND PUBLIC RELATIONS

More Filmosounds are in use today than all other makes of sound projectors combined! This established preference stems from features like exclusive all-gear drive, straight-line optical system, flickerless projection, simple operating controls, still picture clutch and reverse.

If it's your responsibility to reach people, see the new Filmosound 385 at your dealer's or write for free brochure.

NOVEMBER 10, 1955



HONORARY ACADEMY AWARD 1954—To Bell & Howell for 47 years of Pioneering Contributions to the Motion Picture Industry.

Bell & Howell

7190 McCormick Road • Chicago 45, Illinois

Change
is
here
to stay

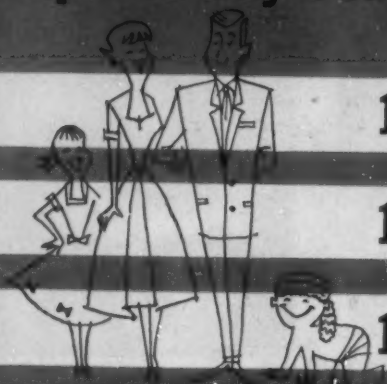
Source: U.S. Department
of Commerce,
Bureau of Census

More People to Buy Your Products

1945 139,928,000

1955 164,782,000

1965 189,916,000



U. S. POPULATION

Change
is
here
to stay

Source: U.S. Department
of Commerce,
Bureau of Census

More Oldsters with Special Needs

1945 10,494,000

1955 13,973,000

1965 17,336,000



AGE GROUP: 65 OR OVER

Change
is
here
to stay

Source: U.S. Department
of Commerce,
Bureau of Census

The Teen Age Market: It's Growing

1950 10,680,000

1955 11,190,000

1965 17,197,000

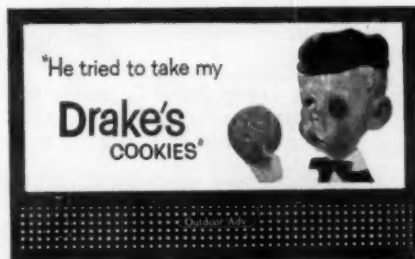


AGE GROUP: 15-19



perpetual motion

If you tried all your life
you couldn't find a medium
that punches harder
or keeps punching longer
than Outdoor Advertising.
Drake's Bakeries knows this
and puts its selling power on posters
exclusively
throughout the year.

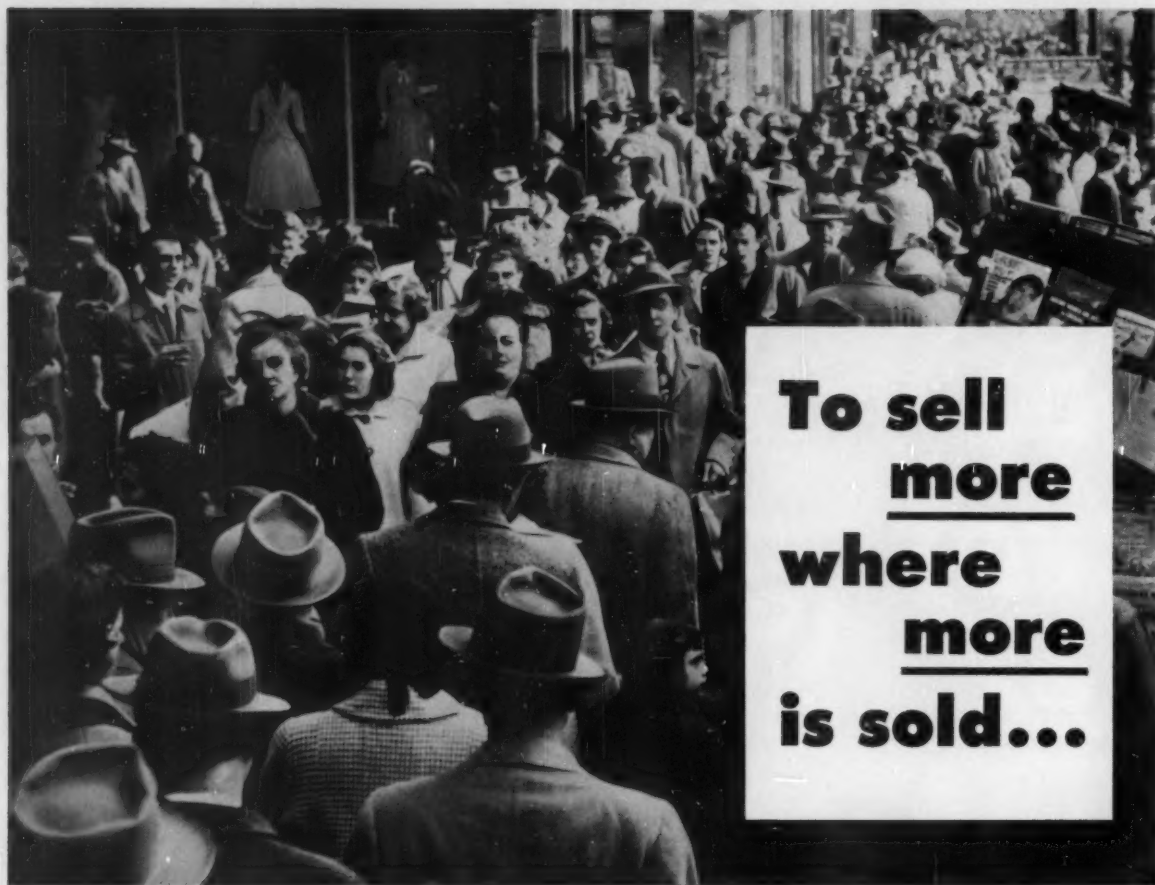


ASK YOUR ADVERTISING AGENCY ABOUT OUTDOOR ADVERTISING

outdoor advertising reaches the most people—most often—at lowest cost

THE STANDARD GROUP OF OUTDOOR ADVERTISING COMPANIES

444 MADISON AVENUE, NEW YORK 22



**To sell
more
where
more
is sold...**

...it's **FIRST 3 FIRST!**

Competition for the consumer's attention to an advertising message is understandably keenest in the nation's top markets, and in the First 3 markets of New York, Chicago and Philadelphia the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these 3 far-above-average markets—which account for 18% of U. S. Retail Sales — *there is no substitute* for FIRST 3 MARKETS' coverage of more than 3-of-every-5 families.

In addition, the families of 6 states adjacent to the 3 markets spend 30¢ out of every Total U. S. Retail Sales \$1. FIRST 3 MARKETS GROUP concentrates 82% of its more than 6,000,000 total circulation within these 6 states to deliver 47% coverage of all families.

To make your advertising sell more where more is sold, remember . . . it's **FIRST 3 FIRST.**



The group with the Sunday Punch

FIRST 3
MARKETS GROUP

Rotogravure • Colorgravure

New York Sunday News
Coloroto Magazine
Chicago Sunday Tribune
Magazine
Philadelphia Sunday Inquirer
"Today" Magazine

New York 17, N. Y. News Building, 220 East 42nd Street, VAnDerbilt 6-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GARfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUmkirk 5-3557



OUT OF STOCK OUT OF STOCK OUT OF STOCK OUT OF STOCK OUT OF STOCK

Between Now and 1965

Turnover depends upon stock control . . . why couldn't a "computer" flash a signal to the distributor as well as to the retailer's stockroom, indicating an exact stock condition, saying that an item needs immediate replacement? Fantastic, isn't it? . . . but in the light of what has . . .

OUT OF STOCK OUT OF STOCK OUT OF STOCK OUT OF STOCK OUT OF STOCK

What You Can Do Today to Profit From the Retailing Revolution

By the Editors of "Grey Matter," published by Grey Advertising Agency, Inc.

Distribution means bringing products to the consumer. Since the next decade will be an era of great changes in consumer living, it is inevitable that distribution will follow these changes. The seeds of tomorrow have already been planted. The seedlings are up and growing and they already point to the pattern of distribution in the next decade. So let's take a look at the channels through which the streams of merchandise from our factories will flow to their final consumption.

The Supermarket

Standing out in bold relief as a phenomenon of our times is the super market. Where will it be five years from now?

This form of retailing is still in flux. The time has not yet arrived when it has stopped expanding, experimenting and changing its essential character. Sure, many markets will acquire the characteristics of junior department stores by the number and diversity of their lines. But in the next decade the super market will remain essentially what it is today, a distributor of food, with

other lines rounding out its service and helping to cushion the low profit margin on which it must operate. It is reasonable to assume that super markets will be bigger, will continue to introduce innovations and refinements in mass retailing and will occupy an even more important position in the distributive system than they do today. But their basic form will not change.

Shopping Centers

The development of suburban centers will continue, despite some overbuilding, some poor choices of locations, some inefficient organization of some suburban centers. The suburban shopping center is one of the sociological phenomena of our times.

Remember that in our parents' and grandparents' generations migrations generally ran from the country toward the city core. Families sought the close-in security of urban city blocks.

Now the movement is precisely in reverse, from city toward suburbs. And from settled suburbs to suburbs of suburbs.

Stores no less than people are

caught up in this inexorable outward tide. And if shopping centers didn't exist, they would now have to be invented. By 1965 this trend will have been stabilized and will display a new pattern of distribution.

But let's not think that the growth of shopping centers will kill off downtown. The shopping center business feeds off *new population growth* which downtown simply cannot accommodate. Downtown stores will continue to live on a respectable plateau and even thrive as they discard lower to middle price ranges in favor of *specialization* in middle to upper price ranges . . . merchandise areas which are not well represented in suburban centers.

The Department Store

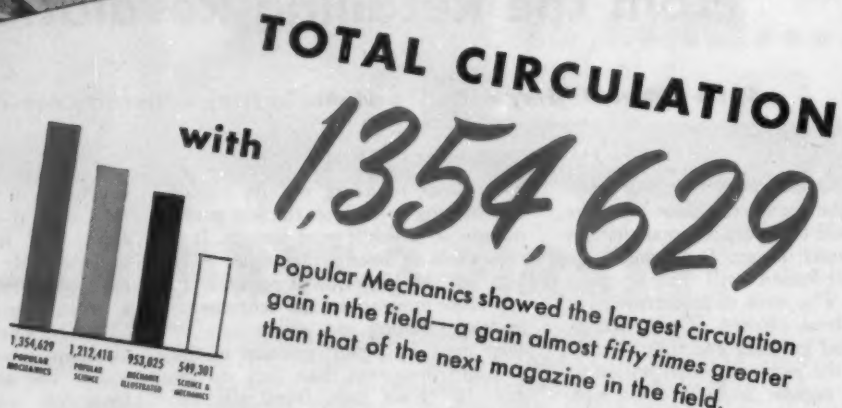
The department store is undergoing more drastic changes than all other outlets—the most drastic revolution in its entire history. It is breaking up into small stores. Of course, we'll still have dominant great names like the J. L. Hudson's and the Macy's, the Rich's and others. But they will be planets around which many smaller satellites will revolve.



Dramatically

Dominates

the field in ...



*All figures are from the June 30, 1955 A.B.C. Publishers statement. Domestic figures are based on February, 1955. All others are 6 months averages.

as always...
the

BEST BUY is ...

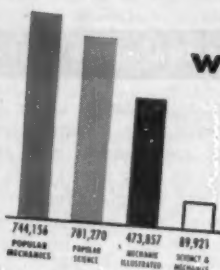
SUBSCRIBER CIRCULATION

with

744,156

(55.6% of its total circulation)

... and produced the greatest gain in the field in subscriber circulation—162,912, a gain 58% greater than that of any other publication in the field.



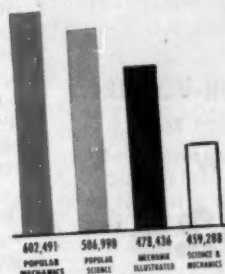
NEWSSTAND CIRCULATION

with

602,491

(44½% of its total circulation)

And delivers 95,501 more newsstand circulation than any other publication in the field.

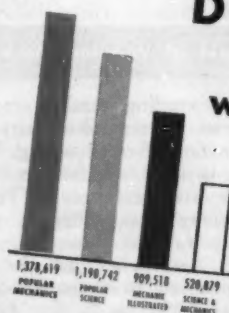


DOMESTIC CIRCULATION

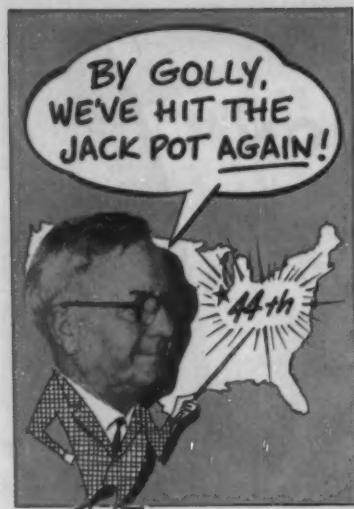
with

1,378,619

Popular Mechanics delivers over 187,800 more U. S. circulation than any other magazine in the field... and produced the greatest gain in the field in U. S. circulation—110,436, a gain many, many times that of the next magazine in the field.



POPULAR MECHANICS



... says Perry LaBounty

"We're sure bustin' our seams this year. First we hit that old 50,000 city market figure and now we're listed as the 44th hottest market in the country by National Market Analyst."

BLOOMINGTON-NORMAL

ILLINOIS ★ CITY ZONE

NOW

51,025*

- Biggest population gains in history
- Biggest home-building boom ... with 600 new homes (Av. \$35.00) in 10 subdivisions
- Over 100 industrial plants going full blast ... including brand new \$7,000,000 G.E. plant.
- Average family income \$6,120.00 (National av. only \$5,274)

ILLINOIS' FIFTH LARGEST NEWSPAPER RETAIL MARKET

(Excluding Chicago)

*\$152 Million subscriber purchases

In addition to 99% carrier-delivered coverage of the important Bloomington-Normal city zone, The Pantagraph has a big plus market of 77,744, representing 24,294 subscriber families in 85 communities—97% home delivered. Any wonder it's a potential Standard Metropolitan County Area.

Get the new picture of the importance of this richest industrial-farm area in the Mid-West. Get all the facts from Gilman, Nicoll & Ruthman, national advertising representatives, or write Perry LaBounty, National Advertising Manager.

*ABC Audit Report, Sept. 30, 1954, Para. 28-b

THE

Daily Pantagraph

BLOOMINGTON-NORMAL, ILLINOIS

127 mi. SW of Chicago—157 mi. NE of St. Louis

As the giant department stores develop more and more tentacles, the variety store units will grow in size to meet them, until it won't be long before every trading area will have a cluster of competing departmentalized stores, either branches of department stores or of variety chains.

What will happen to the small retailer? Will he become extinct? No. He will join forces with other small retailers in cooperative, semi-cooperative or loosely joined organizations. That will be his bid for survival. Sole exceptions will be high-class specialty shops that will render an exclusive service to an exclusive type of customer.

But let's go back to the department store. The department store in 1965 will no longer be the one-stop shopping giant dominating a congested commercial area in an urban center. It will be a multiple-store operation sometimes local, often regional and in some instances national.

In the suburbs which fringe large cities the total of the department store's volume in the branches will surpass the main store by a wide margin.

More and more branches will be located in huge regional shopping centers and many such centers will replace the old giant department store.

The home store will be a more flexible operation, for competition will compel it to get away from many of its historical practices and adjust each department's operation to the consumer's buying habits and the character of the merchandise it offers. Its services will range from floor selling to complete self-service including check-outs. Its selling activities will extend beyond the confines of its walls to include house-to-house selling.

In the stores electronics will play a mighty role in making buying automatic. New automatic self-selling units will be kept constantly stocked through conveyors which will move merchandise up to the selling floor. Not so fantastic, really.

The department store will also be forced to give up its notion (which so many have already given up) that it is the one-stop shopping center for every family. It will tend more toward the operation of many specialty shops under one roof, with these shops keyed to the type, character and buying habits of the particular segment of customers at which it aims. Some operate now.

The department store's role of creatively developing items in partnership with resources will be lessened and the manufacturer will have to assume more and more of the respon-

sibility to create demand for his product. The department store will then concentrate on what it has always claimed as its true function: "Purchasing agent for the consumer."

More Dependence on Brands

This will mean a closer partnership with the manufacturer of branded merchandise and decreased emphasis on their own brands even by most of the 400 giant retailers. As we shall show later, automation will produce lower costs of manufacturing. Lower selling costs will mean lower markups. There will be less need for store brands except by the top giants (like Sears) whose own brands in some products have gained national stature.

Let us not overlook, however, another phase of the basic philosophy which will dominate retailing in 1965 far more forcefully than it does today: *making it easier for the customer to buy.* This means not only when the customer is brought to the merchandise but when the merchandise is brought to the customer. And by this we mean: house-to-house selling. The department store of the future will be forced into more home selling not only in large-ticket items, but in many small wares.

So many new and wonderful distractions will compete for the consumer's leisure time (great as it will be) that inevitably competition will force a mass-selling invasion of the home. The department store will be in the forefront of this invasion.

Role of Vending Machines

The vending machine, too, will play an undreamed-of part in the automation of retail selling. You can see now what wonders vending machines are performing. They sell everything from complete meals to hosiery, railroad tickets, cigars, cold drinks, sandwiches. Yet they are as far removed from the vending machines of 1965 as the first flying machine is from today's jet Stratocruiser. It is not difficult to imagine a machine which will give you a demonstration of a product, a sales talk and the product itself on the injection of a coin or a charge plate. The prospects of automation in selling can lead us to dreams which today we would call fantastic and accept as commonplace in 1965. Vending machines, which, incidentally, have more than trebled in use in the last 10 years, will have reached a remarkable degree of not

SALES MANAGEMENT

NEW OPPORTUNITIES

More people—Every month we are adding a new market in the United States as big as Richmond, Virginia, or Omaha, Neb. Our growth of 30 million people since 1940 represents a new market bigger than Canada and Australia together. . . . This growth means that the U. S. is 24% bigger right now than just 15 years ago.

More money—Purchasing power has increased tremendously. Today there are six times as many families with incomes of \$3,000 a year or more than there were in 1941. The number of families with \$5,000 a year has increased about tenfold.

More "spendable" money—In spite of inflation, and even after taxes, the average American family today has more discretionary spending power—more money to spend on more things beyond food, clothing and shelter—than it has ever had before.

More credit—We have found more ways to use credit soundly . . . to put current earnings to work to expand the economy and help raise our standard of living . . . from an address by

William C. McKeehan, Jr., Vice-President,
J. Walter Thompson Co., before the
Magazine Publishers Association.

only mechanical but also electronic perfection by 1965.

Parking lots, bus and train depots, airports and many other traffic points will be extensively equipped with vending machines carrying a huge variety of merchandise.

Retail Merchandising

As we gaze into the future we can see a decided change in two vital phases of retail merchandising: (1) turnover; (2) markup.

Since both factors so profoundly influence retail profits, let us adjust our crystal ball and strive for a clear view of turnover and markup in 1965.

Turnover depends on stock control. Stock control has been a pronounced weakness in retailing ever since any of us can remember. But now electronics is coming to the rescue. New computers about which we can only dream today will control stocks automatically . . . not only on the retail floor, but in the reserve stock, in the retailer's warehouse, and even in the wholesaler's and manufacturer's warehouse. Why not? Why is this less possible than "Univac?" Why couldn't a "computer" flash a signal to the distributor as well as to the retailer's stockroom, indicating an exact stock condition with a red flash, saying that an item needs immediate replacement? Automatically a chain of events will ensue, and in a flash the low-stock condition will be remedied. Fantastic, isn't it? But in the light of what has happened in the past 10 years and what is happening today, can you set

a limit on fantasy? Automation will take over in stock control. No more out-of-stock conditions. No more lopsided stocks. No more lost sales. More turnover. Better profits. What a great big wonderful merchandising world we'll live in.

But will automation and electronics insure markup? No. However, the answer will lie in lower manufacturing costs, lower distribution costs, and lower selling costs. Automation all along the line will tend to reduce costs. The result must be *drastic lowering of historical markups*. It is inevitable. The trend in this direction is here and will be increasingly strong as we go toward 1965. In fact the whole philosophy of thinking of markups only in percentages will give place to *figuring markups in dollars and cents*. The trend has already begun.

With markups generally low, the discount house will lose its character, for it is becoming a department store and the department store is becoming a discount house. The super market, too, which introduced volume low-cost selling in foods and embraced non-foods as a "markup" bulwark, is going the way of all flesh and using non-food items as traffic pullers.

The goal of business in 1965 will be to make *more goods available to more people than ever before in world's history*. Greater efficiency, more automation will streamline our manufacturing and distribution processes, bringing costs down so low that we shall make more money by selling *more units at a lower cost per unit*.

The End

A new type of gift
for that

SPECIAL CUSTOMER



Show your customer or business associate that you have his best interests at heart. The Niagara Executive Cushion will help him rest and relax, avoid tension and fatigue. With his "nerves" at rest he'll be a happier man and a healthier one, too.

The Niagara Cushion contains a new, patented cyclo-massage motor which is identical to that used in the massage equipment of top athletic teams, such as the Pitt Panthers, the Cardinals, and the Giants. Baseball's Monte Irvin used Niagara on his broken ankle. Top golfers like Snead, Middlecoff and Sarazen have Niagara to help them relax for a big day.

Now executives can alleviate the discomforts of the trying business day with Niagara. Daily use of this Executive Cushion will help increase circulation, soothe postural fatigue, and ease many of the aches and pains developed by a sedentary "office" life.

The Niagara Executive Cushion is new, different, practical, will last a lifetime, will be used every day, and will promote better health . . . what better qualifications could a gift have?

For full details and descriptive literature, write Niagara Mfg. & Distrib. Corp., Adamsville, Pa.

**NIAGARA MASSAGE
Adamsville, Pa.**

In Canada: Monarch Massage, Ltd., Fort Erie, Ontario



BY 1965

4 DAYS AT WORK, 3 TO RELAX?

Is industry headed for another major reduction in the workweek?

Will it come as a 4-day workweek, or as a 7- or a 6-hour workday?

1965 or sooner?

4-day workweek?

1929-33 Depression

5-day, 8-hour, 40-hour
workweek established

World War I

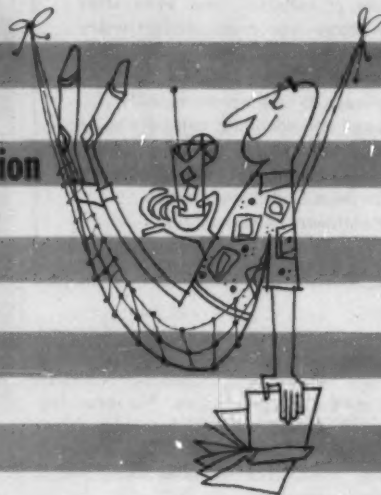
6-day, 8-hour, 48-hour
workweek made standard

1890

6-day, 10-hour day
won by Union labor

1791

Philadelphia carpenters
pressed for right to work
only from 6 a. m. to 6 p. m.



Shorter Workweek—and More Leisure

BY CARL HUHDORFF • *Director of Research, International Association of Machinists*

The time has come for a shorter workweek. There has been no reduction in hours for a period of almost 20 years, ever since the 40-hour week became general through the passage of the Fair Labor Standards Act. In fact, average hours worked in March 1955 were only about three hours below the level prevailing in March 1929. But it is a well-known fact that over the years the workers have chosen to take their economic gains in both higher wages and shorter hours. During the past century, the workweek was reduced from the 72 and

60 hours, which were the customary workweek in the United States during the 19th century, to 40 hours per week today.

We must expect strong resistance from management to one of the planks to be found in the platform of the International Association of Machinists: "To shorten the hours of Labor to 30 per week, namely five days of six hours per. day." This demand has been in the platform since early 1937. It has not yet been formulated into actual collective bargaining terms. But it is not unreasonable to expect

that by 1965 some form of reduction of hours will be negotiated by the IAM.

In some industries, unions have already been successful in negotiating standard workweeks of less than 40 hours. The International Ladies Garment Workers Union has won the 35-hour week in most of the industry. By January 1956, the union estimates, more than 90% of its members will be working on a 35-hour schedule. Similarly, 90% of the printing trades is on work schedules of less than 40 hours a week. These conditions are

not limited to these two trades. Shorter-than-40-hour-workweeks are also to be found among workers in the construction trades and are quite common among office workers. Studies show that about one out of every six workers is on a standard workweek of less than 40 hours.

The weekly hours have been reduced by shortening the working day below 8. There is no evidence of a workweek of less than 5 days. This does not mean that reductions to a 4- or 4½-day week is out of the question. After all, we had the 6-day week until World War I. It was replaced by the 5½-day week. But by the end of World War II the half-day Saturday was about finished.

It should be noted that the shortening of the workweek was accompanied by other gains in leisure time for the worker and his family. Average school leaving age was raised from 10 years to 14 years or more. Paid vacations have become nearly universal. More workers can now retire with their income assured.

What has taken place is not only a reduction in hours but a completely new way of living. The workers spend much less time on the job and more time at home or at play. This has changed the buying habits of the wage earners. And future markets are to be found in the goods bought for use in leisure time rather than in satisfying the basic needs for food, clothing and shelter.

The principal growing markets are for goods and services used by people on their time off the job—during their leisure hours. This trend is dramatically expressed in the do-it-yourself activities estimated as a \$6-billion-a-year business. It is estimated that in

1953 there were 11 million amateur carpenters. They used 500 million square feet of plywood. Amateur painters put on 75% of all the paint used in the United States, and amateur paper hangers put up 60% of all the wallpaper.

These facts are important not only from the point of view of the market possibilities; they also answer the arguments of those who opposed

gardens, an activity which was once restricted to the rich and aristocratic alone. Whether their off-job pursuits be active or passive, whether they read classics or comics, listen to jazz or chamber music, it represents their own free choice. And the freedom to choose how one shall live is one of the chief aims of a good life.

We all recognize that increased productivity is the source of our gain in material goods and precious leisure. If past experience is a guide to the future, then there is every reason to believe that the productivity of the American economy will continue to increase indefinitely. In fact, with the introduction of automation and atomic energy, we are reaching, to borrow a word made popular on television, a new "plateau" in industrial progress.

Although the new technology opens up startling possibilities in raising the standard of living of the American people, we can look forward to strong opposition on the part of employers to the reduction in hours. This is borne out by a survey conducted among 50 large industrial firms (more than 30,000 employees) and 50 medium-size companies (300 to 3,000 employees) by *Fortune* on the possibility of a 4-day week. The study showed that there was not a single company of any size whose employees now enjoy a standard 4-day week. Moreover, not a single spokesman for the companies surveyed was willing to state that a 4-day week was possible or desirable in the near future. I am not ready to say that the 4-day week of 7½ hours per day is to be preferred to the 5-day week of 6 hours per day. But the employers apparently did not consider this alternative. They don't seem to want to think about the ques-

Setting Sales Quotas?

You have a running start with this issue in determining past and future ten-year trends.

For full marketing information see Sales Management

Survey of Buying Power

386 Fourth Ave.,
New York 16, N.Y.

leisure on the ground that it would lead to bad habits. The same individuals maintained that work "kept men out of mischief."

The American people have no difficulty in finding what to do while away from the shop or office. They engage in active sports such as fishing and hunting. They read, travel, and listen to music. They putter in their



Who's Huhndorff?

Carl W. Huhndorff writes "from the inside out": Before his appointment in 1946 as director of research of the International Association of Machinists, he worked for nearly 25 years as a machinist in the oil field equipment, petroleum and automobile industries and in contract shops.

A native of San Antonio, Tex., where he was born in May 1905, he served as recording secretary of Local Lodge, IAM, Port Arthur, for five years and was District Lodge president and secretary, Local business representative for three years.

During World War II he served on various War Production Board labor advisory committees, and was one of the labor members of the Health and Welfare Committee of the Wage Stabilization Board. He was employed by the IAM as a research assistant in 1943.

Huhndorff is a charter member of the Industrial Relations Research Association.

A "HOME-MADE" FILM

BROKE SALES RECORDS!

Mr. X,* who makes tractors for a living, produced his own Business Film that broke sales records. He used a new, low-cost method that can give YOU, too, the smashing sales impact of motion pictures at modest cost. The list of company-made pictures is growing rapidly. Firms big and small are finding they can use the dynamic medium of screen selling at only a fraction of former expense.

Let our booklet show you how to get a sales film the "DO IT YOURSELF" way. Send your request to our Customer Relations Service. There will be no high-pressure follow up.

* A client of Telefilm's technical services

TELEFILM INCORPORATED

6039 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

TELEPHONE HOLLYWOOD 9-7205

A Leading 16mm Motion Picture Technical Service Since 1938

Spotting Retail Weaknesses?

You have a running start with this Issue in determining past and future ten-year trends.

For full marketing information see Sales Management

Survey of Buying Power

386 Fourth Ave., New York 16, N. Y.

tion of a shorter week.

A quarter of a century ago there was a great debate about the 5-day week. One of the few businessmen to speak in the affirmative on this question was Henry Ford. He explained that he had introduced the 5-day week "because without leisure the working men—who are the largest buyers in the country—cannot have the time to cultivate a higher standard of living and, therefore, to increase their purchasing power." Practically all the other businessmen who considered this question differed with Ford. They offered three objections to the 5-day week: The cost would be prohibitive; the workers would not know what to do with their leisure time; they quoted Scriptures as sanction for the 6-day week.

With the 5-day week in effect, they will find it difficult to use the last argument, but we can be sure that they will repeat the first two objections and add some new ones to the list.

Wage Hike—Time Off?

Fortunately, the decision about a shorter workweek does not rest with the employers alone. In the collective bargaining process, the unions will have a great deal to say about whether they prefer to share in the increased productivity in the form of wages or in the form of shorter hours. At its 1954 convention, the A. F. L. went on record for a change in the Fair Labor Standards Act, so that the standard hours provided in the Act would be reduced from 40 to 35 hours per week. Naturally, this change would involve a period of readjustment for American industry. For this reason the resolution provided that employers should be given a 2-year period in which to prepare for the change.

If what they say about automation is true, then shorter hours are a must. Automation must be compared to such historic developments as mass production, which radically transformed our economy and made sweeping changes in the social structure. Because a change is drastic, it does not necessarily mean that the transformation of existing mass-production plants cannot be gradual and orderly. There will be ample time between the time management decides to build an automatic plant and the time the plant is put into operation to plan for an orderly transition. Those in a position to know feel certain that no plant will be built without the need of humans to keep it in operation.

What will probably happen over a period of years is that the workers of

SALES MANAGEMENT

\$600 BILLION FOR BUILDING MATERIALS

Without any construction boom, with only a normal growth, the American economy will pour some \$600 billion into building materials and construction labor and services during the next 10 years.

In the same period, somewhere in the neighborhood of 12 million to 13 million new housing units will be built.

These predictions were made by Dr. George C. Smith, economist for the F. W. Dodge Corp., at this year's fall meeting of the Producers' Council, Inc.

Dr. Smith estimates that \$450 billion will be spent for new construction in the coming decade, and \$150 billion for maintenance and repairs.

"Growth," he says, "is not the only important aspect of population. Americans are traditionally restless, and they will continue to move about. In recent years, eight or nine million families have moved their homes annually, and about a million and a half of these have moved to different states. This movement places additional demands not only on residential building but on most other types of construction. . . . Also, the pressure of household formations combined with the disappearance of existing housing through demolition, destruction, and conversion, should provide a basic annual market for more than 1,200,000 housing units a year during the coming decade."

the country will need a higher degree of skill than at present. In other words, the employe mix between skilled and unskilled workers will change to the advantage of the skilled workers. This process has been going on ever since the introduction of machinery. The proportion of unskilled labor has dropped from 21% of the labor force in 1910 to 11% of the labor force in 1940. The proportion of the semi-skilled has grown faster than the skilled, but the ratio of skilled workers has also grown.

Machinery tends to relieve the monotony and drudgery of many repetitive hand operations and releases labor for more meaningful and rewarding occupations. The development of the internal combustion engine made it possible to generate power in small units. As a result, the unskilled worker began to disappear. Who is going to weep for the disappearance of the ditch digger and his replacement by the ditch-digging machine operator? On this point, an interesting anecdote is told by George Soule in his recent book, *Time for Living*. During the steel strike of 1919, he asked an engineer employed by a large steel mill whether he did not believe the conditions of the unskilled should be improved. (Many worked a 12-hour day and 7 days a week.) His answer was, "No, we are not going to improve the conditions of the unskilled, we are going to abolish them." This has nearly come true in the steel industry.

Those who fear the regimentation to be brought about by automation ought to consider that the regimentation will be of machines and materials more than of men.

One of the great virtues of the American economy is its flexibility. Technology destroys old jobs. But it creates new and better jobs in their place. The flexibility of the labor force has made possible transition from a war to a peace economy without severe hardships. This flexibility has been made possible by the mobility of the American worker. He not only moves from one place to another, but also changes one occupation for another.

If we accept technological change, we must be prepared for changes in the character of employment. A number of such changes have already occurred. As a result of the advance of agricultural science and technology, the proportion of the population engaged in farming, once over 80%, has shrunk by four-fifths. Even the absolute number of farmers has been declining, most of the time, over the past three decades. There has even been a tendency for the proportion engaged in manufacturing to decline. There are fewer workers in manufacture today than there were in 1953 or at the end of 1952. With the coming of automation, employment in manufacture is likely to decline further in the years ahead.

Such developments call for a careful examination of the consequences

of automation and make imperative certain steps to avoid hardships for those who might suffer, even if temporarily, from the extension of automation.

As a labor union we will have to demand that the benefits of improved production are distributed to all sections of our economy. We must make every effort to demand higher wages so that consumers will have enough money to buy industry's products.

As productivity is increased we must insist on shorter hours, either in the form of shorter hours, fewer days or longer vacations, or possibly both.

We must insist on greater pensions and greater social security benefits.

We must make a strong demand for adequate termination pay for all employes who work under our agreements, and we should strive for greater unemployment benefits now, because it is too late to try to raise unemployment benefits after we have serious unemployment.

We must insist on the rights of displaced employes to ample opportunity for retraining for the better jobs that will result as the operation of machines becomes more technical.

We may find as time goes on that we will have to alter some of our apprentice programs. Certainly if the maintenance man is going to have to be a combination electronics technician and machinist or tool and die maker, we will have to insist that he be properly trained while he serves his apprenticeship.

Fair Distribution

Labor's role in the era of rapid technological change is no different from what it has been in the past. Essentially our function is both to protect and improve the conditions of employment of those we represent. We must continue to insist on a fair distribution of the fruits of productivity—for without this insistence we will fail to fulfill an inherent obligation to our free enterprise economy.

In many respects the role of organized labor in this era of a rapid technological change can be likened to a Servo Mechanism. For just as the state of our technological development changes and swerves to greater heights, so must organized labor move with this progress to protect the interests of the wage earner and to keep the economy on an even keel. To be certain, we of organized labor must better mold our organizations to react as rapidly as technological changes occur. The need to become more flexible without sacrificing what we have gained in the past is the challenge before us today. The End

There's merchandising



The difference is in the creative approach...

...the kind of approach that sells in today's dynamic market, the kind of approach LOOK uses in all its merchandising promotions. You can see it at work in the sparkling point-of-sale displays LOOK prepares for its advertis-

ers... in the special campaigns LOOK aims at its advertisers' sales forces... in the month-after-month success of LOOK's storewide, nationwide merchandising programs—programs designed to move merchandise, not magazines.

Here's a quick rundown on LOOK's creative merchandising approach in seven fields...

APPLIANCE—LOOK's "Make It A Great Day For Mother" theme, set for a repeat performance in 1956, is building a big new gift market for appliance sales.

AUTOMOTIVE—By co-sponsoring community automobile safety checks, LOOK builds extra sales for repairs shops, parts jobbers and automobile dealers.

...and merchandising



DRUG—LOOK storewide promotions secure record-breaking druggist response for advertisers. Over 3700 drugstores in 1955 tied in with displays of LOOK-advertised products.

FASHION—The LOOK "Print Bride" promotion last spring was so successful that 60 blue chip retailers asked to participate in the recent "Continental Look" event—sight unseen!

FOOD—LOOK's food promotions attract more storewide tie-ins and more local tie-in advertising than those of any other major weekly magazine. Tie-in advertisers get point-of-sale and newspaper attention.

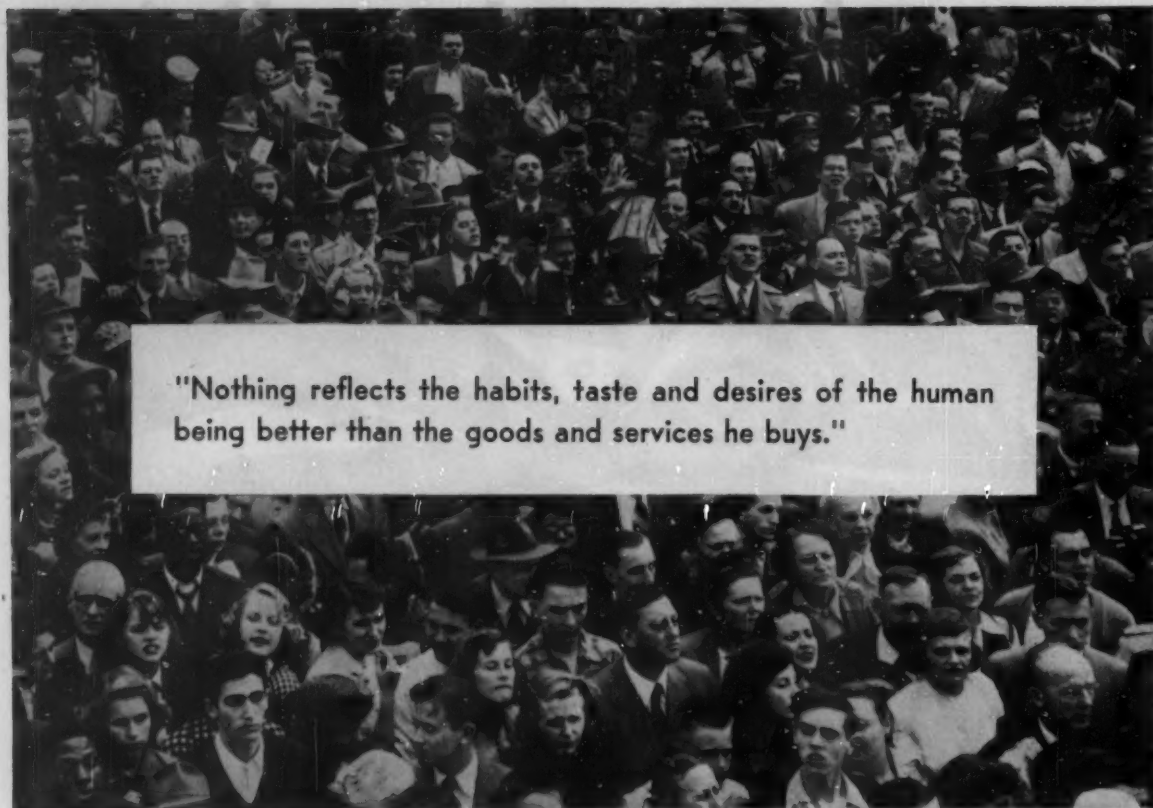
LIQUOR—Here's a "comer." LOOK is moving into this specialized business to help distiller advertisers win more sales through package stores.

MENSWEAR—LOOK has created and developed a whole new selling approach based on gift-giving. LOOK's Valentine's Day promotions have helped spur February menswear sales.

To find out what LOOK's creative approach can do for you, write to Dick Harmel, Merchandising Manager, LOOK, 488 Madison Ave., New York 22, N. Y.

LOOK

moves merchandise ... FAST



"Nothing reflects the habits, taste and desires of the human being better than the goods and services he buys."

The Designer Looks 10 Years Ahead

BY WILLIAM T. SNAITH • *President, Raymond Loewy Corp.*

To repeat: Nothing reflects the habits, taste and desires of the human being better than the goods and services he buys. Possessions, whether moralists approve or not, are an extension of every man's character. Nor do they always merely enlarge his vanity or identify him. Possessions may give him mobility or strength or control over his environment; they may provide him with methods of communicating with his world; they may entertain or instruct, or warn him; shelter, heal and comfort him.

Because of the passage through design hands of myriad industrial products, the industrial design office becomes a fairly accurate seismographic instrument for detecting trends. Aspects of the world 10 years hence are discernible in the world today, in four areas:

1. Scientific discoveries and developments.
2. The scale and methods of production.
3. The character of the market.
4. Methods of distribution.

Each of these areas affect the design characteristics of products; all are now necessitating reexamination of goods in relation to human needs and tastes.

In this period when all business tries to reduce its area of uncertainty by research, study, tests by mobilizing all technical skills to buttress management decisions, the interpretation of evidence is the needed talent. A designer bases his recommendations on an intuitive assessment of logic drawn from statistics or other factual evidence. In this respect the executive quality—the ability to choose and de-

cide and act creatively—is closely allied to the artistic ability. Both will be needed urgently in the years to come.

Signs for the future are conspicuous in the industries opened by scientific discovery within the past decade. We have rushed into the present which is altered radically by the electronics industry, new chemical industries, and—bridging the two—the harnessing of atomic energy as a source of unlimited energy for constructive purposes in some indeterminate future.

It would be presumptuous to predict into how many practical and economical applications the whole electronic numeral will be multiplied in 10 years. Surely there will be automotive devices by the hundreds, to pick one industry: lights deflected automatically by oncoming cars (perfected); fog-searching beams (used today by sea and aircraft); automatic tops and windshield wipers activated by rain drops (in limited use). No

product today involving the tube and wiring is not being revised.

Similarly discoveries in the field of chemistry have revolutionized today's living and show us what we can expect 10 years hence. It is possible to conceive that we may have an inexhaustible range of materials and processes at hand for any number of uses—germ-free, temperature-proof, indestructible. New materials mean new products; further new materials open the way to manufacture some goods in different ways.

Epoxies alone—miracle cements—make it possible for us to bond classes of materials together in a sort of cold welding that confounds outmoded rules of inorganic chemistry. Scientists are not creating matter yet—but they are certainly diversifying it.

Given new materials, new sources of energies, new approaches to relating them, industries as yet unnameable loom. A study of the scale and methods of production reveals the second great affective force on future goods. Patterns are breaking up and new ones are forming.

The most familiar pattern to industrial design and one on which many goals for production were based was a geometric representation of the market in the form of a pyramid.

Today all researches show that pyramid has changed into a rhombus; that the goal of trying to produce more goods at lower cost for the greatest number of people needs qualification. We are still trying to produce more goods for the greatest number of people; but these people do not necessarily represent the lowest cost. The rhombus is the symbol of a composite picture. Pyramids still represent certain markets where only a

small percentage of customers can afford to own a product. The present goal is to expand production downward to benefit more people. This biggest market is a middle income group, not the lowest. Our present economy allows only a few people to own color television sets. The aim of engineers and producers will be to reduce costs to the point where many can have Arthur Godfrey, red hair and all.

If we assume that today's high standard of living will continue to advance, all major goods can and will be produced in undreamed of quantities for the major market, which market—because it is big and vociferous and definitely not underprivileged—will dictate what is manufactured delivered.

The history of industrial design has been the history of implementing industry under certain economic conditions.

First, there was a period of prosperity and the discovery that appearance is a salable commodity.

Then there was a depression when, to survive, industries were forced to offer goods of such desirable new function that the last dollar could be enticed into sales.

Then came a war economy when consumers competed with one another to buy and when the materials and facilities of production were short.

Through all these waves of economic flood and low tide the vast production machine grew and diversified.

To reconcile cost with production

in quantity people were committed to increasing conformity of goods within a classification. While the market received more types of useful products, there was less and less selection offered.

Today the size and flexibility of our production machine is enormous. Almost anything we plan can be built. The richness and variety of materials is almost unlimited. Added to these is the device, the how, for stepping up the pace and output of production—automation.

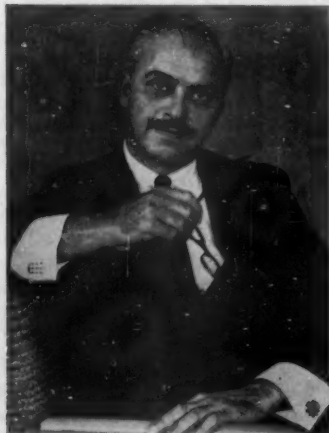
It is the nature of the human being to want to own or use all the marvelous objects that modern industry has made possible, and he will continue to increase his appetite for all goods. But, at the same time, he wants to be "different." This is an impossibility.

Somewhere between these two very human desires for all the best of production and something "his very own" lies a vast future for industry—and one which every major industry is exploring and many new businesses are finding lucrative.

To use our example of do-it-yourself: At first the small equipment businesses supplied the tools for home industry. Each man was his own designer - planner - skilled worker - consumer. Now there is a family of businesses supplying, in growing quantity pre-cut and designed products, ready to assemble.

All these are limited now to markets where skills can be trained in, handling, reasonable materials and ones which require relatively inexpensive equipment.

Is it not possible that metal products, concrete or plastic products may be assembled at home in some



Loewy Corporation's President

As one of Raymond Loewy's partners William T. Snaith has witnessed the design of everything from bottles to heavy machinery. He specializes in retail planning, marketing.

The many-faceted Mr. Snaith is at home in everything from boats and buildings to boites. This year the Loewy firm, among other things, has been responsible for the new Greyhound Scenicruisers . . . two ocean liners for Moore-McCormack . . . new product designs for Coca-Cola . . . another striking Christmas decanter for Brown-Forman's Old Forester Whisky.

Bill Snaith can't resist getting his fingers into designs for industry and business, even when they aren't for his division. He's also a fanatical sailor, won the Block Island race in his Figaro. Now he's preparing for the third of his one-man art shows. He paints so well his work wins critical accolades.

He and his wife, a former dancer, have three boys and live in Weston, Conn. He's active on the local school board, and chairman of the local Democratic Party.

If anyone knows how top design can help American business sell—now or 10 years hence—Bill Snaith is he.

our figures



**really look
GOOD!**

LOOK AT THESE FIGURES:

IN POPULATION GAINS . . . MACON IS:

- 21 POINTS ABOVE GEORGIA AVERAGE
- 16 POINTS ABOVE THE U.S.A. AVERAGE
- 12 POINTS ABOVE REGIONAL AVERAGE

IN EFFECTIVE BUYING INCOME . . . MACON IS:

- 7 POINTS ABOVE STATE AVERAGE
- 2 POINTS ABOVE U.S.A. AVERAGE
- 1 POINT ABOVE REGIONAL AVERAGE

IN TOTAL RETAIL SALES, MACON IS:

- 1 OF 150 MARKETS IN AMERICA WITH SALES IN EXCESS OF \$100 MILLION ANNUALLY

Macon was 1 of 86 out of 233 Metropolitan Areas selected as an area whose population rank would improve by 1965 as it passes other areas.

IN PAST 10 YEARS, MACON HAS INCREASED:

39% in POPULATION	72% in BUYING INCOME	119% RETAIL SALES
120% in FOOD SALES	56% in GEN. MERCH. SALES	63% DRUG SALES
174% in FURN.-HOUSEHOLD-RADIO SALES	51% in AUTOMOTIVE SALES	

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Measuring Market Changes?

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For full marketing information see Sales Management

Survey of Buying Power

386 Fourth Ave., New York 16, N. Y.

future? Only cost and technology prevent now.

Small though the areas appear in relation to products representing major sales, they indicate the direction for new businesses and new customers.

Apparently a market had existed for some time for sports cars. And, as with all specialized products, the first examples were expensive.

At present only the largest auto manufacturers can afford the experimentation, but the direction of their explorations proves that this industry believes a future exists in deviations from the standard American automobile.

Who will capitalize on the market is now and will be a question for some time, but the tentative steps have been taken.

There is every indication that, no matter who manufactures them, there will be more types of automobiles available in 1965 than there are in 1955, and that the selection offered the consumer will be a widened selection in prices.

Our automotive division has been working on body types that combine standards of comfort and safety with many of the features of the bus or light truck. This is only one case study. In the next 10 years there should be many variations on the theme of private transportation. The two-car family is characteristic today. In 10 years a family may have as many automobiles as it has adult drivers. For each of these tastes and uses a different vehicle will be wanted.

Besides the variety of body types and prices there will be a sorting out of horsepowers and motive powers. A car for transportation at high speed or for heavy duty is different from a car for pleasure. The over-all dimensions and characteristics of all cars will certainly change as motive power is changed. We talked as long as 15 years ago about flat, compact engines for all vehicles; it seems fair to presume that these are close to realization.

Other fields show the beginning of this mass-produced but diversified product, a formula being based on new hypotheses. In the kitchen, as a prime example, every traditional method of storing and preparing foods is undergoing a change and revision.

In just about four years a new appliance industry has burst into popular being, based on breaking the range into its components and build-

SALES MANAGEMENT

ing those components into their appropriate utensils. We have the electric fryer, deep fryer, broiler, roaster, rotisserie, and more. I'll wager there's an electric baked-bean pot. Baked beans justify it; according to food editors they are one of the largest market's favorite dishes.

All such products can be mass produced; this is irrefutable. But the remarkable growth in their acceptance is the significant new sign. Such products satisfy some need for convenience, whether it is the desire to save space, time, the cost of heat energy, or whatever. That people buy these small appliances reveals a great deal about how people are living. A one-dish meal is acceptable for certain occasions; foods can be purchased which need minimum preparation before cooking. While the range can do everything; we find that there is a market for a "fragmented" range.

I think there is not a house being built today, as a further example, where installing components of many types of desirable products, instead of buying the entire product is not considered.

No architect worth his salt today does not recommend ovens set in walls, separate units for counter-top cooking, warming ovens, separate refrigeration units—one for ice cubes, one for chilling fresh fruits and vegetables, deep freeze compartments.

HiFi shows us what a recording instrument is besides an article of modern furniture. All the components of a radio or television set or recording instruments are being designed for a lusty market demanding these elements as separate products. And these mean new appetites, new industry, new business, new sales.

To fear that any of them will replace established industries in the foreseeable future is foolish. For another remarkable characteristic of the market is its growth in size. The market we are preparing to serve in coming years is very nearly insatiable, if present data can be trusted. More people wanting radios broken up into components want, quite simply, more radios as well. But these radios (like more autos) must be directed at discernible special markets. For instance, consider that a radio was a musical instrument in a living room when it was introduced as the scientific marvel of the twenties. In the thirties there was a Stromberg Carlson or Zenith in every living room. Now the simplest home has—or could have—a living room radio, a small

radio to be carried about from room to room as the housewife moves, a radio in the automobile, one that turns on automatically at 7 a.m. and wakes one to sweet music or to Bob and Ray.

In all fields of human endeavor products are being revised to suit the changes in life's tempo and tastes. So-called "casual living"—which is synonymous with having no servants, having more children, having smaller living and working quarters, having more leisure—has given rise to many new products.

There is the whole range of housewares differentiated as gourmet items now. Pots, pans kitchen implements are perfectly acceptable in the dining and living areas—whether garden or patio, in Texas as in Connecticut. The patterns of social acceptance have cracked if not broken. Like do-it-yourself there is the cook-it-and-serve-it-yourself. Guests and family are not differentiated by custom and service as they once were.

All home furnishings and home decorative objects have undergone metamorphoses because of changing needs and tastes and the ability of industry to produce and vend them in volume. At one time there was fine china and there was the breakfast set. Today there is another market for quality dinnerware derivative, there is no denying, in form and design of casual pottery and wood and metal service and utensils. Further, the large market wanted the reduction in the number of serving items—why a separate gravy boat, a ramikin, a finger bowl, a compote and fruit dish? Very few people serve six-course meals; few can store service that is used rarely; diets call for simple menus.

A psychological phenomenon has occurred which will have its effect on the design and nature of all products. A once real and mysterious psychological barrier between man and the machine is eradicated almost completely. We are at home with machines; they are accepted without fear, so long as they and we obey the rules. As a consequence we may design home appliances and other consumer products with the multiple controls and dials necessary to automobile operation. Desiring automatic features, the consumer is not intimidated by the complexity of control devices. There was a time when "on" and "off" switches were all the housewife allowed a machine.

Further, having lost an innate fear of the machine as a mechanism of mysterious and inexorable character,



LOOKING FOR MORE SALES?

Then Look Into the Sales-Prolific Baking Market

BY HAROLD E. SNYDER
Editor, Baking Industry

There's little doubt about the stability of the baking industry—or its rapid rate of expansion for that matter. The bakers constant search for new ideas in itself generates sales of new equipment, materials and supplies—and this \$5 billion annual market could easily develop into a windfall of sales for you.

Ingredients and supplies alone will constitute a tremendous \$2¼ billion market this year. Here are some typical examples:

Butter & Butter Substitutes	\$31,211,000
Corn Syrup	4,022,000
Eggs	71,593,000
Fats & Oils	151,260,000
Flour	551,830,000
Fruits	47,138,000
Malt Extract	6,435,000
Milk	58,400,000
Packaging	229,606,000
Salt	4,022,000
Sugar	126,000,000
Yeast	48,747,000

With an unchallenged reputation for editorial excellence; top paid circulation-coverage of 92% of the industry's buying power; plus a complete merchandising package to bolster your advertising efforts, BAKING INDUSTRY magazine aids you in exploiting the tremendous sales potential available in this ready-to-buy \$5 billion market. Find out the complete details by checking with your BAKING INDUSTRY sales representative. BAKING INDUSTRY, a Clis-sold Businesspaper, 105 W. Adams Street, Chicago 3, Illinois.

SAN DIEGO

KANSAS CITY, MISSOURI

PORTLAND, OREGON

DALLAS

NEW ORLEANS

SEATTLE

ATLANTA

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SALES MANAGEMENT SAYS SAN DIEGO WILL OUT DISTANCE THESE OTHER MAJOR MARKETS BY 1965

San Diego Union AND EVENING TRIBUNE

REPRESENTED NATIONALLY BY

THE WEST-HOLIDAY COMPANY, INC.

SAN DIEGO, CALIFORNIA

THE MOST IMPORTANT CORNER IN THE U.S.A.

we have all but lost the fear that the machine will replace the human being. R.U.R. [a play] is a point in theatrical history; Orwell interprets the machine world of 1984 in its most pessimistic and dramatics projection. Cybernetics and psychiatry are accepted sciences.

Experience has taught us that machines are employed by human beings on their own terms. We turn over to them those duties which are onerous or too arduous for man to perform. We give machines the duties which free us for rewarding pursuits. So the vast production machine turning out wanted machines or products is still an instrument obedient to human instruction and sensitive to human wants.

Barriers do still exist between the goods and the consumer—not barriers, precisely, but systems having nothing to do with his emotional, characterological or statistical being. One of these, undergoing rapid metamorphosis, is the system of distribution—or the methods by which a customer acquires goods. Changes in this field affect the design characteristics of products. Just as the household servant deserted the home, another human being is retiring from serving outside the home—the retail salesman. He is being replaced as a human being by a series of devices: self-service and self-selection fixtures; vending machines of many types; mail order.

Further, many of the interpretive functions this salesman used to perform are being built into the product and its packaging and presentation at the source, in the initial design. To specify, a salesman is the intermediary who helps a customer select a product; instructs that customer in the use of the product; interprets the product's virtues and those of the company producing it for sales.

The combined efforts sales advertising, industrial design, promotion are being aimed at freeing products from reliance on the salesman at the point-of-purchase. In this direction a total design program today calls for deep research into the product story—how it is used, by whom, where it is sold, who repairs and services it.

Products today, for instance, have multiple controls, each clearly marked so that a minimum of instruction for its use is needed. Product identification is carried into all aspects of a company's operation: plants, carriers, graphics, financial report, advertising, etc. Thus the greatest degree of reassurance is given

SALES MANAGEMENT

EXPAND OR PERISH

A recent study of an important industry shows that any one of the five companies in that industry that did not expand five times in volume since 1935 had actually slipped in relative standing.

Any company that cannot move along with the progress of the country as a whole, that cannot execute a sound expansion program during the next 10 years, will probably lose position in the highly competitive days. "Expand your markets or fall behind the pack" — this may be the rule of the day.

a customer that there are resources behind the product insuring quality and reliability. Once a unique area of design, we in our organization find that such programs have been completed for corporations as diverse as a mammoth producer of farm equipment, a manufacturer of food products, one turning out chemical products, a sugar refinery and a farm cooperative.

The fact that businessmen require totally integrated programs proves that a revolution has taken place in the whole distribution picture, starting with the company's own attitude toward its product, and proceeding to its search as much for new markets as for new outlets to reach them.

Another trend based on new systems of distribution is the increasing tendency to group products for sale. Tools are sold in groupings for special occasions: barbecue sets, TV popcorn sets, complete with butter. More significantly, parts replacements are sold in kits containing all instructions and accessories for installations plus screws and washers, or whatever is needed. Not only is a multiple sale accomplished, but the services of a salesman or adviser in the use of the product are eliminated or curtailed by the manufacturer's assumption of this responsibility.

As to trends, the next 10 years should involve industries in further examination of their products for suitability to distributional ends. Retail salesmen are disappearing first from business where the cost of service reflects unfavorably on the retail cost

the Oregonian



reaches

more

Women!

WITH CIRCULATION LEADERSHIP *

OREGONIAN
DAILY LEAD
OVER 2ND PAPER

13,756 City Carrier Lead
10,356 ABC City Zone Lead
7,026 Retail Trading Zone Lead
50,931 Total Circulation Lead

WITH ADVERTISING LEADERSHIP *

OREGONIAN
LEADERSHIP
OVER 2ND PAPER
YEAR: 1954

2,613,370 lines Retail Advertising Lead
1,219,097 lines General Advertising Lead
3,316,115 lines Classified Advertising Lead
7,148,782 lines Total Advertising Lead

Sources: ABC Publishers' Statements for 6 mos. ending March 31, 1955;
Media Records total advertising, less AW, TW, and Comics, 1954

Keep your sales growing
with Oregon's growing newspaper *

the Oregonian
PORTLAND, OREGON

Largest Circulation in the Pacific Northwest
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

233,188 Daily
297,263 Sunday

NO. 7 OF A SERIES

What's on the Space Buyer's mind?

POPULATION?

There are lots of tricycles and bicycles these days, but you can't sell gasoline to children! When the question is population—the space buyer looks closely, analyzes carefully. For results, he wants a solid, middle-class, able-to-buy cross section—alert to new ideas, new services, new products. He wants diversified occupations and stable industries. He wants a grown, as well as a growing, population with money to spend whenever effective advertising stimulates the buying urge. Such a market is Roanoke, Virginia, which typifies the American way of life, is constantly raising its standards!

The outstanding Roanoke Newspapers dominate this active, stable, "first" market of western Virginia and its 500,000-plus, "golden mean" population.

THE ROANOKE TIMES and WORLD-NEWS ROANOKE, VIRGINIA



... a demonstrated IDEAL TEST MARKET!

Write for new folder, describing the Roanoke Market Development Plan to: Sawyer, Ferguson, Walker, Co., National Representatives, 300 Park Avenue, N. Y. 22, N. Y.

REMEMBER...

Remarkable Rockford!

Rockford, Illinois is a market you would do well to remember. It is the center of a rich 13 county trading area . . . not only famous for agriculture but as the 2nd largest machine tool center in the world. It is 13th in the US in Postal Savings. Work is underway on two new multi-million dollar factory buildings, and several extensive new shopping areas. The Rockford Morning Star and Rockford Register-Republic give superior coverage in Rockford and surrounding area. Write for free Market Data book on Remarkable Rockford.



BEST TEST CITY IN THE MID-WEST

131,123 A.B.C. CITY ZONE
441,222 A.B.C. RETAIL TRADING ZONE

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY DUKE, KUIPERS & MAHONEY, INC.

of goods. The enormous business of the discount house is based on the fact that, to buy more cheaply, people are willing to sacrifice service in a store. This is the least attractive level of solution to saving money, possibly, but the discount house is big business and will improve itself as its customers multiply. Once, the super market was attractive primarily because it represented savings. As this industry grows, however, we see the assertion of positive virtues in the super market instead of saving graces. People have come to prefer the huge, semi-mechanical operation. Parking is an inducement; the concentration under one roof of many types of food products. Now the growth of the industry

WHERE WILL WE FIND THE ROADS?

The Federal Bureau of Roads estimated in August that by 1965 our over-crowded highways will have to accommodate 81 million vehicles.

Private experts are less conservative; their estimates run as high as 90 million vehicles.

The Federal forecast is based on constantly increasing vehicle registrations which will reach an estimated all-time high of 81,301,000 this year. This is an estimated increase of 4.6% over 1954 and includes 50,954,000 passenger cars and 10,347,000 trucks and buses.

justifies reinvestment of a portion of the profits in better physical conditions and some reinstatement of services, not so much selling services as contributive services—better display, check out, illumination, fixtures.

As self-service and self-selection are accepted as normal conditions in shopping, packaging experts confirm that there exists a no man's land between national advertising of a product and its appearance in the customer's home. This is the area of distribution where the physical characteristics of the plant have not adjusted to the sales volume.

A super market or a department store is designed to meet this problem, even though the plans are based on the reduction of sales personnel. The same is not true of many retail outlets which may be burdened excessively with the responsibility for selling mass items, massively advertised and promoted. In connection

SALES MANAGEMENT

HAMMOND-EAST CHICAGO

one market you can't afford to overlook!

ready... willing...
and able-to-buy...

\$218,181,000.00
RETAIL SALES

\$327,282,000.00
EFFECTIVE
BUYING INCOME

SOURCE:

Sales Management,
Nov. 10, 1955

Looking for a market that's concentrated, fast-growing and with definite ability to buy in a BIG way? Then why not look into the whopping HAMMOND-EAST CHICAGO, INDIANA dual-city market? With buying income UP, retail sales are going UP, UP, UP in the prosperous Calumet Region area... and they could easily be sales of YOUR product, too. Of course, ONLY THE HAMMOND TIMES gives you the complete, concentrated circulation you NEED (50,000 ABC paid) to reach, influence and SELL this contiguous market of more than 200,000 ready buyers. Why waste time and money with hit-and-miss "fringe" coverage when you can go the DIRECT, sales-profit way via THE HAMMOND TIMES? Write for full particulars.



with almost every small product designed today there is a correlative program of design in point-of-purchase display and selling devices.

Mail-order business—as old as the history of retailing—is coming into its own again. Now that the guarantee of a manufacturer is dependable, and a customer is educated in the use and nature of the product, there is no reason why an intermediate sales agency must assist the sale. We may come to a time when automobiles—to pick the most unlikely major product—will be bought by mail order. But not in the next 10 years.

In 10 years I believe that the integrated program, as we call it, will be the rule of all business—all business, that is, that seeks new markets and the expansion of existing ones.

One merchant expresses his recog-

nition of this system saying: "I sell medium-price dresses, and I can't sell high fashion apparel. But in my type of merchandise I sell it all."

From our point of view, industrial designers in the next 10 years will be engaged in an unprecedented concentration of work resulting from the ferment of all aspects of business, production and sales. We have seen some histories come full cycle, based on changing social patterns and the assertion of human needs. Public transit has moved from the horse and buggy, to the trolley car, to the bus, to the passenger automobile. We are now studying public transit again for new vehicular solution to the problem—no longer of transportation, but of traffic. Retailing grew from peddlers to shops to large stores to chains; the peddlers return today as TV, a most potent new distributional tool and one which may be used as an

internal instrument in store sales. Shops proliferate again as shopping centers or in the conception of a department store as a series of related shops under one roof. The patterns in housing are shifting. As there is the pressure of population on land for food, there is similar pressure of population on industry for goods.

On the basis of our present facilities and materials resources we seem to have licked the problem of pressure on production of goods in quantity. Now we are in an era when we can produce for particular needs as they emerge, in whatever quantity or cost the needs justify. If we assess the changes in all areas of human experience which have already occurred, it is apparent that, with the added stimulation of scientific discovery and invention, mutations of human needs will assert themselves in the products of the future. **The End**

to Sell The Kansas farmer

Buy the

Kansas Farmer

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Trends in Metro Areas 1945-1965

BY DR. JAY M. GOULD • Research Director

Sales Management Survey of Buying Power

Over the past decade the population of the U. S. grew by 23% and its disposable income by 70%; in the same period, however, Americans stepped up their buying by a far greater amount—118%. In effect, our per capita purchases of retail goods rose 77%, for an average annual gain of close to 8%. As such, then, the past 10 years has witnessed the greatest and most sustained retailing boom in our history.

In the tables to follow we have recorded the differential effects of this tremendous marketing expansion in the various metropolitan areas and urban centers of the nation, which represent the bulk of the nation's markets, accounting for over 70% of its retail sales in 1954. Among the striking features of these tabulations is the fact that most metro areas have outpaced the nation in population, sales and income, reflecting the lag of the rural and non-urban areas of the nation.

Metro Areas Dominate

The marketing activity of the U. S. is becoming dominated increasingly by the metropolitan area. But this does not mean that the larger, more heavily concentrated metro areas are winning out over their smaller counterparts, for another striking feature of the tables is the contrast between metro area growth in all categories and the more limited growth of the larger central cities, and the greater percentage gains of the smaller and medium-size areas over the larger ones. This is a reflection of the basic tendencies toward decentralization in our economy: not only the shift from the older established shopping centers to the suburbs, but also shifts from the older established metro areas to the newly

created and more rapidly growing metro areas of the West, Southwest and South.

The suburban shift, of course, is the outstanding marketing change of the past decade, and affects all regions of the country. The search for increased living space is a natural consequence of the impact of many years of income growth on a highly urbanized economy and, it can be assumed safely, will continue as a basic trend for the next decade. In this regard we include in the tables a hypothetical ranking of metro areas as of 1965 based on the assumption that the 1945-1955 rates will continue into the next decade. So simple an assumption could not of course serve as a basis for actual forecasts of what population will be in 1965. However, the differential metro area trends of the past decade are by no means transient or random, but represent fundamental growth characteristics of each area which will certainly play an important role in the future. Therefore, a projection of the growth rates of the 1945-1955 decade into the next decade can serve to dramatize and accentuate the strength of these trends. Thus, for example, the San Francisco-Oakland metro area ranked eighth in the nation in 1945, seventh in 1955, and will, if present trends continue, rank sixth by 1965.

It is interesting to note which areas may be expected to make the most important gains from 1945 to 1965. First and foremost is Los Angeles, which by 1965 may be the second leading metro area in the nation, after New York. San Francisco may go from No. 8 to No. 6, Washington, D. C., from No. 12 to No. 8, Houston from No. 18 to No. 13, and Dallas from No. 29 to No. 18. The presence of Washington in the first five shows that such striking

growth is by no means confined to the West and Southwest. Washington, D. C., has shared in the same tremendous suburban growth that has characterized most growing areas, affecting particularly Montgomery and Prince Georges counties in Maryland, and Arlington and Fairfax counties in Virginia, with population gains of over 80% in the past 10 years.

Growth of Fringe

Yet rates of growth of this magnitude will be found in the suburban fringe of every large metro area. Thus, among the highest growth rates in the nation are those for Bergen County, N. J. (47%), Nassau County, N. Y. (94%) and Suffolk County, N. Y. (64%), all parts of the New York metro area. The gains in retailing for these suburban areas have been even more startling; in many such counties retail sales have tripled in the past 10 years. In some categories, such as sales of furniture and appliance outlets, which have been particularly subject to decentralization, gains of over 500% are by no means uncommon.

It is interesting to speculate on the consequences of another decade of continued suburban development on the scale of the past decade. We can look forward, probably, to seeing reproduced around every urban center in the nation a great expansion of all the merchandising innovations associated with the suburban way of life. First and most urgent there must come a substantial renovation of arterial highways, throughways, and possibly new developments in rapid transit to accommodate the daily influx and exodus of the many millions who work in the city but live elsewhere, for the city of the future may

serve mainly as a center for transacting necessary businesses and services. The automobile will continue to expand its role in the American way of life, for with a solution to the traffic problem, two and three cars per family will become a realizable goal. Super markets, drive-in movies, drive-in restaurants, shopping centers and all other similar developments geared to a country on wheels will continue to grow in importance. Ranch-type homes, outdoor swimming pools, do-it-yourself home repair and construction, boating, etc., are other characteristics of the suburban way of life which will grow with the upgrading of living standards, and the continued migration away from urban centers.

This does not mean, of course, that the downtown shopping center is doomed, but it does indicate that here, too, great changes may be in the offing through sheer necessity. We already find in such congested urban areas as Boston and Pittsburgh that steps are being taken to provide the kind of transportation and parking facilities necessary for the urban area to continue to function as a great

shopping center. Indeed we may even discern signs that the growth potential for suburban branches of urban department stores, large as it may be, sometimes can be overestimated. The pull of the downtown shopping center, particularly if the problem of traffic congestion can be overcome, as it must in the coming years, probably will always be dominant.

Sources of Figures

Some comments on the tabulated results are in order. All current estimates, except where otherwise indicated by footnotes, are taken from the 1955 SALES MANAGEMENT *Survey of Buying Power*. Estimates for 1945, on which the indexes of change have been computed, in all cases have been specially prepared for this issue, and have not been previously published. Such estimates, made with the help of later Census data, are far more accurate than any estimates published by SALES MANAGEMENT in 1945. We present indexes of change from 1945 for population, income, retail sales and the five important components of retail sales — food,

general merchandise, furniture, household, radio, automotive and drug — for all counties making up the metropolitan areas as defined in the 1955 *Survey of Buying Power*, even though many of these areas were not so delineated in 1945. We also include data for all cities in these areas, having over \$50 million in retail sales in 1954, as well as for all states and regions of the U. S. For automotive sales, 1948 was taken as the base year for the calculation of indexes of change because 1948 was the first postwar year in which auto production assumed normal levels.

In the following table, showing the change in rank of metro areas since 1945, it will be noted that the greatest amount of fluctuation is necessarily accounted for by the smaller areas, where even small changes in population can account for great shifts in rankings. The larger areas are, of course, more stable. This table should be used with caution; it is not designed as representing specific forecasts, but should be taken as indicative of the *type* of change to be expected in the coming decade. **The End**

Metro Areas Outgained the Nation

In people, income and sales, the Metro Areas had greater gains than the nation during the past decade (and within most Metro Areas, the suburbs gained more than the central city). Here is a rundown on eight key indicators.

	1955 Metro Area Total	1955 Metro Area as a % of U.S.A. Total	Metro Area Gains Exceeded U.S.A. Gains by %
Population	102.7 (mill.)	63.2	7
Net Effective Buying Income	\$182.7 (bill.)	72.8	7
Retail Sales, total	\$119.5 (bill.)	70.3	3
Food Store Sales	\$ 29.3 (bill.)	70.9	2
General Merchandise Store Sales	\$ 14.5 (bill.)	77.1	6
Furniture-Household-Radio Store Sales	\$ 6.7 (bill.)	74.4	14
Automotive Store Sales	\$ 20.9 (bill.)	66.6	6
Drug Store Sales	\$ 3.6 (bill.)	73.5	4

Source: Research Dept. of SALES MANAGEMENT

Growingest Town

In a National Ranking of 233 Metropolitan Markets, based on Growth since the End of the War in 1945, Sales Management discovered Orlando, Florida was:

26th in U.S.A. in Total Income.

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

20th in U.S.A. in Retail Sales.

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

9th in U.S.A. in Retail Food Sales

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

13th in U.S.A. in General Merchandise Sales

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

17th in U.S.A. in Household Sales

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

13th in U.S.A. in Automobile Sales

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

12th in U.S.A. in Drug Sales

-- *That's Orlando, Florida*

[10 Yr. Circulation Increase 101 pct.]

Orlando Sentinel-Star

Martin Andersen, Editor, Owner, Galley Boy

Nat. Rep. Burke, Kuipers & Mahoney

***Orlando Is Now Over
100,000 ABC City Zone***

1945

1955

1965

1965 Projected Population Rankings

Changes in rank of Metropolitan Areas for which
projections show population gains—1955 to 1965.

AREA

	Actual Rank 1945	Actual Rank 1955	Projected Rank 1965	Change (+) 1955-1965
Los Angeles	3	3	2	1
San Francisco-Oakland	8	7	6	1
Washington	12	10	8	2
Houston	18	15	13	2
Dallas	29	23	18	5
San Diego	41	24	17	7
Miami	44	25	15	10
San Bernardino-Riverside	49	32	22	10
San Antonio	42	38	36	2
Norfolk-Portsmouth	50	41	32	9
Tampa-St. Petersburg	52	42	31	11
Dayton	43	44	41	3
Fort Worth	57	46	29	17
Phoenix	67	47	28	19
San Jose	77	53	43	10
Jacksonville	68	55	50	5
Oklahoma City	60	57	55	2
Sacramento	83	59	48	11
Knoxville	58	60	59	1
Brownsville-McAllen- Harlingen	75	61	52	9
Fresno	80	67	63	4
Wilmington	72	70	69	1
Salt Lake City	73	71	68	3
Tacoma	79	72	65	7
Wichita	93	75	56	19
Mobile	91	79	67	12
Bakersfield	94	85	76	9
El Paso	104	88	71	17
Spokane	89	89	88	1
Augusta	110	90	66	24
Shreveport	87	92	91	1
Stockton	103	94	83	11
South Bend	92	96	90	6
Columbus (Ga.)	96	97	93	4
Charlotte	99	98	97	1
Beaumont-Port Arthur	101	99	96	3
Corpus Christi	126	102	78	24
Tucson	147	103	62	41
Baton Rouge	133	105	74	31
Albuquerque	146	110	84	26
Austin	118	113	111	2
Hampton-Newport News-Warwick	139	116	99	17
Orlando	168	129	106	23

AREA

	Actual Rank 1945	Actual Rank 1955	Projected Rank 1965	Change (+) 1955-1965
Ann Arbor	145	131	122	9
Macon	137	133	132	1
Eugene	164	134	115	19
Fort Lauderdale	223	135	75	60
West Palm Beach	160	136	120	16
Pensacola	166	139	118	21
Lubbock	200	142	105	37
Muskegon	142	148	145	3
Everett	155	151	150	1
Galveston	162	153	147	6
Wichita Falls	180	155	146	9
Champaign-Urbana	177	158	154	4
Fayetteville	197	161	143	18
Biloxi-Gulfport	212	162	129	33
Amarillo	201	163	142	21
Lake Charles	205	164	139	25
Salem (Ore.)	175	177	172	5
Lexington	172	178	176	2
Santa Barbara	183	179	168	11
Alexandria (La.)	188	182	174	8
Gadsden	185	183	178	5
Pueblo	194	185	175	10
Port Huron	184	186	184	2
Mansfield	187	187	185	2
Muncie	186	189	186	3
Petersburg-Hopewell- Colonial Heights	190	192	190	2
Bay City	189	194	192	2
Ogden	207	195	169	26
Colorado Springs	217	197	165	32
Lafayette	222	204	191	13
Monroe-West Monroe	211	205	202	3
Paducah	230	208	162	46
Las Vegas	235	210	125	85
Kenosha	208	212	209	3
Richmond	217	219	218	1
Abilene (Tex.)	227	222	208	14
Wilmington (N. C.)	226	223	213	10
San Angelo	231	225	205	20
Burlington	224	227	226	1
Billings-Yellowstone	232	230	212	18
Laredo	229	231	227	4
Fargo	225	232	231	1
Reno	234	233	210	23
Great Falls	233	234	229	5

The End

87



Metropolitan Area Growth Indexes 1945 to 1954

The tables and data in this section measure one thing only—*rate of growth*.

All of the 234 standard and potential Metropolitan Areas are studied—from the largest to the smallest, the highest quality to the lowest quality.

An area can have undergone a decade of extraordinary growth and be a big market; it can also be an area of high quality, but as the late George Gershwin's *Porgy and Bess* says, "it ain't necessarily so."

Conversely an area can be relatively stabilized in population, particularly the older areas of the East and Midwest, and yet stand high in size and in quality; also it is conceivable (though examples would be rare) that a fast-growing area might be deficient in both size and quality.

The *Survey of Buying Power*, in its annual editions, measures both quantity and quality of all markets.

This analysis, confined to the one factor, the rate of growth, supplements but does not supersede the *Survey*.

What it does, and all it does, is to carry the *Survey* ahead by one step and provide a photographic record of what has happened to each Metropolitan Area market over the past decade.

As an example of how rate of growth does not necessarily provide any clue to quantity, let us look at the 20 Metropolitan Areas which lead in population.

Alongside the population figure is the rate of growth (index figure with 1945 representing the base, 100)—and those cities where the growth rate equals or exceeds the national rate are italicized. There are 12.

METROPOLITAN **OAKLAND** AREA

(ALAMEDA AND CONTRA COSTA COUNTIES)

*Northern California's
Largest Population Center*

1,174,100 POPULATION UP **13%** OVER 1950

\$1,344,861,000 TOTAL RETAIL SALES.. UP **30%** OVER 1950

\$378,697,000 RETAIL FOOD SALES UP **40%** OVER 1950

Sources: California Department of Finance; Sales Management Survey of Buying Power

Only The Tribune covers the Metropolitan Oakland Area

Oakland Tribune

ASSOCIATED PRESS WIREPHOTO WIDE WORLD "UNITED PRESS" CHICAGO DAILY NEWS FOREIGN SERVICE

CRESMER & WOODWARD, INC., National Representatives

What about the other eight?

They remain what they have been for many years—the *largest* markets.

Metro. Area	Population (000)	Index of Population Growth
		1954 1945
New York-N.E. New Jersey	13,808.1	119
Chicago	5,850.5	121
Los Angeles	5,379.8	158
Philadelphia	3,954.5	122
Detroit	3,399.6	135
Boston	3,027.4	116
San Francisco-Oakland	2,583.5	150
Pittsburgh	2,262.3	112
St. Louis	1,823.4	125
Washington	1,707.3	151
Cleveland	1,572.5	123
Baltimore	1,460.9	129
Minneapolis-St. Paul	1,199.7	124
Buffalo	1,161.2	121
Houston	1,012.0	163
Cincinnati	968.6	122
Milwaukee	915.8	119
Kansas City	913.4	130
New Orleans	782.7	135
Seattle	792.5	136
U. S. A.		123

Quality—and Rate of Growth

Now let's examine *quality* of market, as measured by average family incomes, net, for the 20 areas leading in

that category. Those which are italicized *also* had a population growth over the decade that equaled or exceeded the national average. They are in the majority—16 of them—but the other four remain what they have long been—markets of stable *high* income. They haven't had a remarkable growth factor, but you don't laugh off New York, Chicago, Milwaukee and Toledo on *either* quantity or quality!

Metro. Area	Average Family Income Net	Index of Population Growth
	1954	1954 1945
Washington	\$ 7,584	151
Bridgeport-Stamford-Norwalk	7,486	130
Hartford-New Britain	7,321	130
Cleveland	7,013	123
South Bend	6,923	135
Wilmington (Del.)	6,869	133
Toledo	6,863	122
Trenton	6,862	126
Chicago	6,798	121
Reno	6,794	162
Detroit	6,793	135
Madison	6,718	130
Columbus (O.)	6,687	132
Champaign-Urbana	6,676	146
Milwaukee	6,664	119
Dayton	6,662	139
Dallas	6,440	159
Fayetteville	6,439	162
New York-N.E. New Jersey	6,434	119
Racine	6,429	123



BETTER THAN WORDS!

Words say plenty, but actions speak louder. For instance, this year in South Bend, Ind. two National Food Stores have opened, and a third is planned; A newly-built king size Kroger supermarket is operating. S. S. Kresge and J. C. Penney both have big expansion programs underway. These actions, and many like them, indicate tremendous confidence in the great South Bend market. Learn more. Write for FREE market data book entitled, "Indiana's 2nd Market".

The
South Bend
Tribune



The South Bend, Ind. Market:
7 Counties, 1/2 Million People

Franklin D. Schurz—Editor and Publisher
STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

According to Sales Management Ten Year Metropolitan Area Growth Ratios

Las Vegas, Nevada

IS REALLY MUSHROOMING!

**Las Vegas exploded into the lead
in 10 year growth, 1945-54.**

1st area in population growth (index 277)

1st in estimated buying income (index 287)

1st in drug store sales (index 280)

2nd in all 5 other categories:

Total retail sales

Food store sales

General merchandise store sales

Furniture—household—radio store sales

Automotive store sales

**Things to come —
greatest anticipated increase in
population rank of all U. S. metropolitan
areas. 1955-65 (S.M. figures).**



Las Vegas metropolitan area,
including Henderson (Nevada's 3rd
largest city), North Las Vegas, Boulder City, and
outlying suburbs is isolated from all outside metropolitan
media, but is covered thoroughly by the Las Vegas
Review-Journal, KLRJ-TV and KORK Radio.

Nevada per capita
income 1954—highest in the
nation (U.S. Census
Bureau figures)

**SALES OASIS in
DESERTLAND, U.S.A.**

SOUTHWESTERN PUBLISHING CO., INC.

Plus Factor I
13,212 out-of-state vehicles
visit daily I (Nevada State
Highway Patrol
figures)

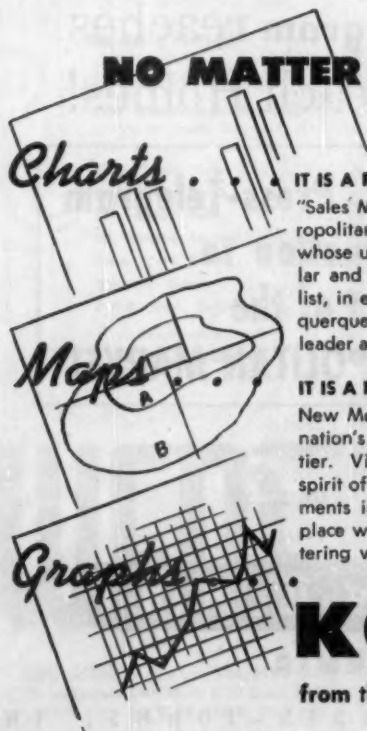


THE TOP FIFTY In Metropolitan Area Growth, 1945-1954

Sales quotas — advertising allocations should not remain static for long periods. One thing is certain, as is emphasized in this issue: *change is here to stay*. Some markets decline, at least relative to the national or regional growth; others zoom, and deserve higher quotas. Here, for 8 categories, are the 50 cities where the decade growth exceeds the national gains. They are not, necessarily, indicators of either quantity or quality. Many important markets (like New York, Chicago, Boston, Philadelphia) do not show up in growth tables because they have expanded to their physical limits. They and others which do not show up in these tables are nevertheless markets of high quality. See May 10, 1955, *Survey of Buying Power* for quantity and quality yardsticks.

Rank	Population	Index 1954 1945	Rank	Population	Index 1954 1945
1.	Las Vegas	Nev. 277	19.	Sacramento	Cal. 171
2.	Fort Lauderdale	Fla. 260	20.	Lake Charles	La. 169
3.	Tucson	Ariz. 213	21.	Hampton Roads-Newport News	Va. 166
4.	Miami	Fla. 202	22.	Amarillo	Tex. 165
5.	Lubbock	Tex. 199	22.	Eugene	Ore. 165
6.	Phoenix	Ariz. 191	24.	Pensacola	Fla. 164
7.	San Diego	Cal. 189	25.	El Paso	Tex. 163
8.	Albuquerque	N. Mex. 187	25.	Houston	Tex. 163
9.	Biloxi-Gulfport	Miss. 185	25.	Tampa-St. Petersburg	Fla. 163
10.	Baton Rouge	La. 184	28.	Reno	Nev. 162
11.	Paducah	Ky. 182	28.	Fayetteville	N. C. 162
12.	Orlando	Fla. 180	30.	Brownsville-McAllen-Harlingen	Tex. 160
13.	San Bernardino	Cal. 179	30.	Norfolk-Portsmouth	Va. 160
14.	Fort Worth	Tex. 178	30.	West Palm Beach	Fla. 160
14.	San Jose	Cal. 178	33.	Dallas	Tex. 159
16.	Augusta	Ga. 177			
16.	Corpus Christi	Tex. 177			
18.	Wichita	Kan. 172			

NO MATTER HOW YOU EXPRESS THE FACTS



IT IS A FACT THAT

"Sales Management's" **Top Fifty** in metropolitan area growth are the cities whose upward push has been "spectacular and outstanding." And high on the list, in every category, you'll find Albuquerque . . . the young city that's a leader all the way.

IT IS A FACT THAT

New Mexico and the Southwest are the nation's last and maybe greatest frontier. Vitality and vigor—these are the spirit of the day. That includes developments in television too, which took its place with other media in a record-shattering way.

IT IS A FACT THAT

KGGM-TV has coverage in this area surpassed by none. We've got the friends—from range-bitten old cowhands to atomic physicists—and we've got the mail-count and the survey ratings to prove it. (We've got CBS-TV, too, and that's good.)

IT IS A FACT THAT

we can deliver the goods for you and for your product. Whether you want live local programming or the best in the national market, you'll find it on Channel 13. We'll be glad to do a fuller selling job. Just tell us what you want to know.

KGGM-TV with CBS-TV
by Weed Television

from the nation's highest transmitter site

Want to unlock the door to this **\$570,260,000 MARKET?**



No Los Angeles Daily Reaches Even
1 out of 14 Long Beach Homes.

The **INDEPENDENT, Press-Telegram** reaches
nearly 8 out of 10 Long Beach Homes!

**Only the Long Beach Independent, Press-Telegram
gives you the right combination to
the \$570,260,000 part of the
LOS ANGELES - LONG BEACH METROPOLITAN MARKET**

Effective Buying Income
\$570,260,000

Sources:
—SM Survey of Buying Power
May, 1955
ABC 3-31-55

MORNING

SUNDAY

EVENING

INDEPENDENT **Press-Telegram**

LONG BEACH, CALIFORNIA

REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.

FLINT

**largest
General
Motors
plant city
in the world
And Still
Growing**

Flint is a big (over 300,000) busy market. And this bustling home of Buick, Fisher Body, and AC Spark Plug, along with Chevrolet and Ternstedt factories, gets bigger every day. So big that Flint is now Michigan's second market. And WFDF has grown with FLINT . . . because WFDF knows how to sell Flint. See for yourself. Call Katz.

**here's how
Flint ranks**

Sales Management ranks Flint in rate of growth from 1945 to 1955 as follows:

Auto Store Sales 5
Drug Store Sales18
Tot. Retail Sales19
Eff. Buying Income21
Food Store Sales26
General Mdse.26
F-H-R Store Sales37

Represented by the
KATZ AGENCY

WFDF

NBC Affiliate Associated with WFBM AM &
TV Indianapolis—WOOD AM & TV Grand Rapids
—WTCN AM & TV Minneapolis-St. Paul

Rank	Population	Index 1954 1945
34.	Los Angeles- Long Beach	Cal. 158
35.	Jacksonville	Fla. 156
35.	Colorado Springs	Colo. 156
37.	Mobile	Ala. 154
38.	San Angelo	Tex. 153
39.	Wichita Falls	Tex. 152
39.	Ann Arbor	Mich. 152
41.	Washington	D. C. 151
42.	Bakersfield	Cal. 150
42.	San Francisco- Oakland	Cal. 150
42.	Stockton	Cal. 150
45.	Ogden	Utah 148
46.	Billings	Mont. 146
47.	Abilene	Tex. 143
47.	Austin	Tex. 143
47.	Galveston	Tex. 143
47.	Tacoma	Wash. 143
	U. S. A.	123

Rank	Total E.B.I. Net Dollars	Index 1954 1945
1.	Las Vegas	Nev. 287
2.	Fort Lauderdale	Fla. 286
3.	Tucson	Ariz. 243
4.	Lubbock	Tex. 238
5.	Phoenix	Ariz. 236
6.	Paducah	Ky. 233
7.	Albuquerque	N. Mex. 232
8.	Corpus Christi	Tex. 229
9.	San Diego	Cal. 223
10.	Fayetteville	N. C. 222
11.	Fort Worth	Tex. 221
11.	Miami	Fla. 221
13.	San Bernardino	Cal. 218
14.	Augusta	Ga. 216
15.	Brownsville- McAllen-Harlingen	Tex. 213
15.	Lake Charles	La. 213
17.	El Paso	Tex. 211
18.	Biloxi-Gulfport	Miss. 210
19.	Houston	Tex. 207
19.	San Jose	Cal. 207
21.	Flint	Mich. 206
22.	Dallas	Tex. 205
23.	Amarillo	Tex. 204
23.	Wichita	Kan. 204
25.	Baton Rouge	La. 200
26.	St. Joseph	Mo. 199
27.	Abilene	Tex. 198
28.	Eugene	Ore. 197
28.	Hamilton- Middletown	Ohio 197
28.	Orlando	Fla. 197
31.	Lorain-Elyria	Ohio 196
32.	Detroit	Mich. 195
32.	Lansing	Mich. 195
34.	Washington	D. C. 194
35.	Ann Arbor	Mich. 193
35.	Billings	Mont. 193
35.	Colorado Springs	Colo. 193
35.	Columbia	S. C. 193
35.	Dayton	Ohio 193
35.	Los Angeles- Long Beach	Cal. 193

**GO WEST
TODAY
AND
TOMORROW**

TO SELL RICH,
ACTIVE, IMPORTANT

**EUGENE
AND
SPRINGFIELD**

OREGON'S SECOND
METROPOLITAN
MARKET
AND
FIFTH LARGEST
IN THE ENTIRE
PACIFIC NORTHWEST

... EXCEEDED ONLY BY
PORTLAND, SEATTLE,
TACOMA & SPOKANE

THIS IS A
"MUST"
FOR NATIONAL
ADVERTISERS
WHERE

KERG

DELIVERS YOUR MESSAGE
SELLS YOUR PRODUCT

CBS
5000 WATTS
1280 KC

FOR INFORMATION
CONTACT

WEED & CO.
NATIONAL REPRESENTATIVE

The Southwest is
**BLOOMIN'
 OUT IN
 COLOR!**

WBAP-TV

FIRST IN THE
 SOUTHWEST WITH COLOR,
 NOW IN THEIR SECOND
 YEAR OF COLORCASTING!

3 solid hours of
 daytime color with
 programming
 ideally suited to
 the introduction and
 testing of products
 and services in this
 newest of new
 mediums!



"TEXAS LIVING," featuring Margret McDonald, with beauty tips, fashions, food and other subjects of special interest to women.



"THE JONES PLACE," starring Neal Jones is a tremendously popular western-style show.



"ANN ALDEN," Stripling's Department Store fashion expert, who is very popular, gains new listeners daily. Wonderful in color.



"NEWS AND WEATHER," to round out studio color presentation daily, Monday thru Friday.



"NBC MATINEE," a full hour of dramatic entertainment, for all the family. PLUS . . . Network color daily! Direct from Hollywood.



and the set count is a whopping

500,000

Ask any Free & Peters man for details on the Southwest's "FIRST" Television Station . . . WBAP-TV! No finer facilities or technical equipment anywhere, manned by experienced, capable personnel.

WBAP-TV

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS



AMON CARTER
 Founder

AMON CARTER, JR.
 President

HAROLD HOUGH
 Director

GEORGE CRANSTON
 Manager

ROY BACUS
 Commercial Manager

FREE & PETERS, Inc. - National Representatives

Rank	Total E.B.I. Net Dollars	Index 1954 1945	Rank	Total Retail Sales	Index 1954 1945	Rank	Total Retail Sales	Index 1954 1945
41. Hampton Roads- Newport News	Va.	192	12. San Diego	Cal.	289	39. Jacksonville	Fla.	249
41. Portsmouth	Ohio	192	14. San Bernardino	Cal.	288	40. Eugene	Ore.	248
41. Wichita Falls	Tex.	192	15. Brownsville- McAllen-Harlingen	Tex.	276	40. Portsmouth	Ohio	248
44. Battle Creek	Mich.	191	16. Fort Worth	Tex.	275	42. San Antonio	Tex.	246
44. Sacramento	Cal.	191	17. Lake Charles	La.	274	43. Columbia	S. C.	245
44. Tampa-St. Petersburg	Fla.	191	18. Augusta	Ga.	273	43. Detroit	Mich.	245
47. Wilmington	Del.	190	19. Flint	Mich.	272	43. Lorain-Elyria	Ohio	245
48. San Antonio	Tex.	189	20. Pensacola	Fla.	271	43. Mobile	Ala.	245
48. Waco	Tex.	189	21. Orlando	Fla.	270	47. Florence-Sheffield- Tuscumbia-Muscle Shoals	Ala.	244
50. Muskegon	Mich.	188	22. Tampa-St. Petersburg	Fla.	269	48. Lansing	Mich.	243
50. Ogden	Utah	188	23. El Paso	Tex.	268	48. Ogden	Utah	243
U.S.A.		170	24. San Jose	Cal.	265	48. Tulsa	Okla.	243
			25. Abilene	Tex.	263	U. S. A.		218
			26. Texarkana	Tex.- Ark.	262			
			27. Houston	Tex.	261			
			28. Dallas	Tex.	260			
			28. Hampton Roads- Newport News	Va.	260			
			30. Waco	Tex.	259			
			31. Greensboro- High Point	N. C.	257	1. Fort Lauderdale	Fla.	398
			32. Bellingham	Wash.	255	2. Las Vegas	Nev.	342
			32. West Palm Beach	Fla.	255	3. Biloxi-Gulfport	Miss.	309
			34. Amarillo	Tex.	254	4. Fayetteville	N.C.	300
			34. Los Angeles- Long Beach	Cal.	254	4. Phoenix	Ariz.	300
			36. Hamilton- Middletown	Ohio	251	6. Corpus Christi	Tex.	297
			37. Louisville	Ky.	250	6. Miami	Fla.	297
			37. Norfolk- Portsmouth	Va.	250	8. Albuquerque	N. Mex.	285
						9. Orlando	Fla.	283
						9. Paducah	Ky.	283
						9. San Bernardino	Cal.	283
Rank	Total Retail Sales	Index 1954 1945	Rank	Food Store Sales	Index 1954 1945			
1. Fort Lauderdale	Fla.	392	1. Fort Lauderdale	Fla.	398			
2. Las Vegas	Nev.	347	2. Las Vegas	Nev.	342			
3. Biloxi-Gulfport	Miss.	316	3. Biloxi-Gulfport	Miss.	309			
4. Miami	Fla.	302	4. Fayetteville	N.C.	300			
4. Phoenix	Ariz.	302	4. Phoenix	Ariz.	300			
6. Wichita	Kan.	299	6. Corpus Christi	Tex.	297			
7. Fayetteville	N. C.	297	6. Miami	Fla.	297			
8. Tucson	Ariz.	295	8. Albuquerque	N. Mex.	285			
9. Albuquerque	N. Mex.	294	9. Orlando	Fla.	283			
10. Corpus Christi	Tex.	293	9. Paducah	Ky.	283			
10. Paducah	Ky.	293	9. San Bernardino	Cal.	283			
12. Lubbock	Tex.	289						



EST. 1936

WJNO CBS
Radio Network

"The most influential voice of the Palm Beaches"

3rd LARGEST CITY
on the famous Florida gold coast

TRADING AREA—229,000
—plus a bonus tourist population year around

WJNO easily leads
in total morning, afternoon and evening

WJNO Radio is
a 19-year-old Habit
in the Palm Beaches!

WJNO
WEST PALM BEACH, FLORIDA

QUALITY OF
MARKET INDEX

102 ★

EFFECTIVE BUYING INCOME
★ \$199,131,000.00

★ RETAIL SALES
\$187,913,000

★ CITY OF WEST PALM BEACH
BUILDING PERMITS 1954
\$15,88,662. UP \$724,824
OVER 1953

Represented Nationally by
Robert Meeker Associates
Southeastern: James S. Ayres Co.



METROPOLITAN AUGUSTA, GA.

FASTEST GROWING CITY IN GEORGIA—15th IN U.S.A. IN POST WAR POPULATION GAIN!



A typical down-town street scene in busy, bustling Augusta, where *nine* out of *ten* families buy and read their local daily newspapers*

*A.B.C. Audit, Mar. 31, 1955.

Since 1945, AUGUSTA'S

POPULATION	UP 77%
SPENDABLE INCOME	UP 116%
RETAIL SALES	UP 173%
FOOD SALES	UP 174%
GEN'L MERCHANDISE SALES	UP 102%
FURN.-HSEHD.-RADIO SALES	UP 261%
AUTOMOTIVE SALES	UP 86%
DRUG SALES	UP 87%

Schedule your advertising for the only medium with saturation coverage of this rich market.

The Augusta Chronicle and AUGUSTA HERALD

Represented nationally by THE BRANHAM COMPANY

IN FLORIDA'S SECOND
LARGEST MARKET ...

45¢ of every dollar

**is spent in the
St. Petersburg Area**

The St. Petersburg Times blankets this area — 80% of Pinellas County families read the Times. Less than 10% are covered by the largest Tampa newspaper.

It takes two to cover the
Tampa-St. Petersburg Mar-
ket* and one must be the ...

*Hillsborough-Pinellas Counties

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

Represented by REYNOLDS-FITZGERALD, INC. — in Florida by V. J. OBENAUER, JR.

TAKE A LOOK AT **TUCSON** IN 1956!

its America's 3rd Fastest-Growing Market!

Fast becoming one of the nation's most important electronic centers . . . a giant tourist capital . . . heart of America's copper industry . . . vast cattle and agriculture producer! All these describe Tucson's fantastic growth factors. Population already has jumped 34% over the 1950 census! And by 1965 Tucson's metropolitan population rank is estimated to go from 102nd to 62nd!

With this rapid growth will come a great new sales potential! If you're not yet building a market for your product in the rich Southern Arizona area, start today. The trend is to Tucson!

Sell Southern Arizona with the only advertising media that really COVER the area . . .

TUCSON NEWSPAPERS INC.

The Arizona Daily Star

Tucson Daily Citizen

Represented Nationally by CRESMER & WOODWARD



Rank	Food Store Sales	Index 1954 1945	Rank	Food Store Sales	Index 1954 1945	Rank	Food Store Sales	Index 1954 1945
12.	Tucson	Ariz. 282	30.	Los Angeles-Long Beach	Cal. 252	44.	Columbia	S.C. 245
12.	Wichita	Kan. 282	31.	Hamilton-Middletown	Ohio 250	44.	Norfolk-Portsmouth	Va. 245
14.	San Diego	Cal. 281	31.	Lansing	Mich. 250	46.	Wilmington	N.C. 244
15.	Brownsville-McAllen-Harlingen	Tex. 278	31.	Waco	Tex. 250	47.	New Orleans	La. 243
15.	Lake Charles	La. 278	34.	Abilene	Tex. 249	47.	Raleigh	N.C. 243
17.	Fort Worth	Tex. 275	34.	Detroit	Mich. 249	47.	Tulsa	Okla. 243
17.	Lubbock	Tex. 275	34.	Florence-Sheffield-Tuscumbia-Muscle Shoals	Ala. 249	50.	Bellingham	Wash. 242
19.	Augusta	Ga. 274	34.	Greensboro-High Point	N.C. 249	50.	Lorain-Elyria	Ohio 242
20.	El Paso	Tex. 273	34.	Laredo	Tex. 249		U. S. A.	216
21.	Houston	Tex. 271	39.	Eugene	Ore. 248	General Merchandise Store Sales		Index 1954 1945
21.	Pensacola	Fla. 271	39.	West Palm Beach	Fla. 248	1.	Wilmington	Del. 303
23.	Tampa-St. Petersburg	Fla. 266	41.	Mobile	Ala. 247	2.	Las Vegas	Nev. 294
23.	Texarkana	Tex.-Ark. 266	42.	Portsmouth	Ohio 246	3.	Fort Lauderdale	Fla. 286
25.	Dallas	Tex. 265	42.	San Antonio	Tex. 246	4.	San Jose	Cal. 246
26.	Flint	Mich. 262				5.	Fayetteville	N.C. 234
27.	Jacksonville	Fla. 253				6.	Dallas	Tex. 225
28.	Hampton Roads-Newport News	Va. 257						
29.	San Jose	Cal. 255						

COMPLETELY COVER THE BAY...ADD

KNTV SAN JOSE



...and as an **EXTRA BONUS** you get full Class A coverage of the rich Salinas Valley, Monterey Bay and Santa Cruz County Markets!

HOME BUILDING

...in the KNTV market leads the nation! "Sales Management" reports an increase of 46.5 in new homes the past five years. This year, 17,263 homes with a value of 224 MILLION DOLLARS will be completed here!

INDUSTRIAL GROWTH

...is another "bright spot" in this prosperous area! Ask any key executive of Ford, General Motors, I. B. M., Westinghouse or G.E., to mention just a few, who can tell you more about the KNTV market!

AGRICULTURE

...still vies with industry for top spot in the healthy DIVERSIFIED ECONOMY of the KNTV Market! Nature has been extremely kind to this area, as the expanding food processing plants and increased acreage of bountiful fruit and vegetable crops attest!

COMMERCIAL GAINS...

...spiral upward in the KNTV market! California State Board of Equalization records just released show Santa Clara County alone with retail sales of 420 MILLION DOLLARS in 1954, as compared to 316 in 1950. And these figures do not include food or gasoline sales which are exempt from the State Board figures!

KNTV

The bright **NEW** spot on the dial!

CHANNEL 11 SAN JOSE

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

Looking for Sales **GROWTH?**

the **4th** Market of California

SAN BERNARDINO - RIVERSIDE

Metropolitan area's **NATIONAL** ranking is . . .



RIVERSIDE

PRESS and ENTERPRISE

Represented Nationally by Doyle & Hawley

SAN BERNARDINO

SUN and TELEGRAM

Represented Nationally by West-Holliday Co., Inc.

Abilene, Texas

Is Now A City of . . .

58,398 ABC City Zone Population!

(ABC Paragraph 28, as of October 1, 1954)

57,159 ABC Corporate Area Population!

(ABC-Recognized, includes New Homes and New Home Developments
 Annexed to Abilene Subsequent to 1950 Census)

\$70,000,000 Jet Bomber Base A-Building!

Over \$42,000,000 in Contracts Already Let—
 Either Completed or Under Construction!
 Additional Contracts Being Let from Month to Month!
 As of December 1, 1955, 1,500 Airmen and Officers
 At This Permanent Base which was Activated
 September 1, 1955!

Bids Now Accepted for 944 Additional Housing Units
 on the Base (Average Cost \$13,500 Per Unit)

Increasing Oil Activity Adds to Abilene's Wealth!

Business Firms in Oil and Allied Lines Show 607
 Telephone Listings in 1955 Telephone Directory—
 Up from 501 in the 1954 Directory—and from
 261 in the 1953 Directory!

\$5,911 Per Family Income in Abilene!
(\$5,560 Per Family Income in Taylor County)

51,042 ABC Circulation—6 Months Ending September 30, 1955

The Abilene Reporter-News

ABILENE, TEXAS

Represented by TEXAS HARTE-HANKS NEWSPAPERS—DALLAS, NEW YORK, CHICAGO, ATLANTA

**SINCE 1945... MIAMI'S
POPULATION HAS INCREASED 102%**
(Miami Metropolitan area now 712,700)

EFFECTIVE BUYING INCOME 121%

TOTAL RETAIL SALES 202%

FOOD SALES 197%

FURNITURE—HOUSEHOLD—RADIO SALES 351%

DRUG SALES 123%

SM Estimates

CALL HOLLINGBERRY!



5000 Watts-610 KC-NBC Affiliate—James M. LeGate—Mgr.

Rank	Gen. Merchandise Store Sales	Index 1954 1945	Rank	Gen. Merchandise Store Sales	Index 1954 1945	Rank	Gen. Merchandise Store Sales	Index 1954 1945
6.	Tampa-St. Petersburg	Fla. 225	20.	San Bernardino	Cal. 208	36.	West Palm Beach	Fla. 190
8.	Paducah	Ky. 224	23.	San Diego	Cal. 205	38.	Nashville	Tenn. 189
8.	Phoenix	Ariz. 224	24.	Augusta	Ga. 202	39.	Chattanooga	Tenn. 187
8.	Tucson	Ariz. 224	24.	El Paso	Tex. 202	40.	Hampton Roads-Newport News	Va. 186
11.	Corpus Christi	Tex. 222	26.	Flint	Mich. 201	41.	Austin	Tex. 185
12.	Greensboro-High Point	N.C. 219	27.	Brownsville-McAllen-Harlingen	Tex. 199	41.	Colorado Springs	Colo. 185
13.	Albuquerque	N. Mex. 217	27.	Pensacola	Fla. 199	41.	Mobile	Ala. 185
14.	Orlando	Fla. 216	29.	San Antonio	Tex. 198	44.	Columbia	S.C. 183
14.	Wichita	Kan. 216	30.	Jacksonville	Fla. 196	45.	Abilene	Tex. 182
16.	Biloxi-Gulfport	Miss. 214	31.	Lake Charles	La. 194	45.	Raleigh	N.C. 182
17.	Miami	Fla. 212	32.	Los Angeles-Long Beach	Cal. 193	47.	Bellingham	Wash. 181
18.	Norfolk-Portsmouth	Va. 211	32.	Waco	Tex. 193	47.	Oklahoma City	Okla. 181
19.	Lubbock	Tex. 210	34.	Eugene	Ore. 192	47.	South Bend	Ind. 181
20.	Fort Worth	Tex. 208	35.	Tulsa	Okla. 191	50.	New Orleans	La. 180
20.	Houston	Tex. 208	36.	Tacoma	Wash. 190	50.	Texarkana	Tex.-Ark. 180
							U. S. A.	159

I see a Fabulous Future for WENATCHEE

**ALREADY THE
APPLE CAPITAL OF
THE WORLD**

WENATCHEE

ROCK ISLAND DAM

**NEW INDUSTRIES
DUE TO
LOW COST
HYDRO-POWER**

**1,000,000
NEW ACRES OF
IRRIGATED
FARM
LANDS**

IN THE MIDDLE OF WASHINGTON STATE

KPQ - WENATCHEE

ABC - NBC RADIO

5000 WATTS 560 KC

We're already an important market, AND WE'VE JUST BEGUN TO GROW. Thousands of new families settle in the Columbia Basin every year to help us keep pace with our growing economy. Apples, metal industries, mining, livestock, wheat, diversified farming... ALL ARE BASIC TO OUR YEAR 'ROUND PROSPERITY. We're probably only a small part of your budget, but an important part of your business... present and future.

(P.S.: We're a long way from Seattle, and a long way from Spokane. You HAVE to use KPQ to cover this area.)

Regional Representatives: MOORE & LUND, SEATTLE
National Representatives: FORJIE & CO., INC.

THIS IS THE WAY THE WIND BLOWS IN KANSAS

WICHITA, KANSAS, is TOP CITY
of the MIDWEST section in S.M. Survey.

% OF INCREASE

POPULATION	Wichita ranks FIRST
BUYING INCOME	Wichita ranks SECOND*
RETAIL SALES	Wichita ranks FIRST
FOOD SALES	Wichita ranks FIRST
GENERAL SALES	Wichita ranks FIRST
HOUSEHOLD SALES	Wichita ranks FIRST
AUTOMOTIVE SALES	Wichita ranks SECOND*
DRUG SALES	Wichita ranks FIRST

*Flint, Michigan, ranks first by narrow margin.

and in WICHITA, KANSAS
the EAGLE is TOP NEWSPAPER

% OF FIELD* — 8 months 1955

DEPT. STORE advertising in EAGLE	59.3%
RETAIL-GROCERY advertising in EAGLE	63.2%
CHAIN GROCERY advertising in EAGLE	66.2%
GENERAL GROCERY advertising in EAGLE	57.5%
CLASSIFIED advertising in EAGLE	76.8%
GENERAL DISPLAY advertising in EAGLE	49.7%
AUTOMOTIVE DISPLAY advertising in EAGLE	46.0%
NEW CAR DISPLAY advertising in EAGLE	50.4%

*Unduplicated.

A FAST-GROWING MARKET (ranking 6th in the nation in Retail Sales increase since 1945) Wichita, Kansas, is becoming increasingly important to national advertisers.

IN A BUSY MARKET LIKE WICHITA, the comparison of lineage used by merchants and advertisers in competing newspapers serves as an interesting guide to advertising values. In Wichita, it's the Eagle that's going "great-gains" these last few years.

WICHITA EAGLE

MORNING • EVENING • SUNDAY

Represented by O'Mara & Ormsbee

WE COULD LOOK 10 YEARS INTO YESTERDAY WE'D RATHER LOOK 10 YEARS INTO TOMORROW

• Ten years into tomorrow the future looks as bright and crisp as New Mexico sunshine. Blue skies? We've got 'em — meteorologically and economically.

• Snuggled down here in the Rio Grande valley, we've been a crossroads for the whole Southwest for a long time. That's what moved us steadily up and up 'til we reached 110th in population.

• But by 1965 we'll be 84th. That little x o o o o m is as startling as one of the things that make it possible: atomic energy. We're in it — solidly and for good.

• Truth is, we're away and running like our mountain antelope in almost every line: we're in the first fifteen in The Top Fifty in everything but drug sales.

• But it's the Total Effective Buying Income we like.

We're sixth — that's right, sixth — there. Outrank Detroit, D.C., L.A., Long Beach and some other good runners too.

• If you want your share of this market, we've got all the best to deliver it—coverage, production ability, audience. Drop us a line. We'll tell you the whole story. It's sweet as New Mexico moonlight. Represented by BRANHAM CO.

KOB-TV ★ KOB

CHANNEL 4 • 770 KC



Rank	Furniture-Household- Radio Store Sales	Index 1954 1945	Rank	Furniture-Household- Radio Store Sales	Index 1954 1945	Rank	Automotive Store Sales	Index 1954 1948
1. Fort Lauderdale	Fla.	631	25. Bellingham	Wash.	388	1. Fort Lauderdale	Fla.	225
2. Las Vegas	Nev.	542	25. Houston	Tex.	388	2. Las Vegas	Nev.	219
3. Phoenix	Ariz.	480	27. Amarillo	Tex.	386	3. Paducah	Ky.	217
4. Biloxi-Gulfport	Miss.	468	27. Hamilton-Middletown	Ohio	386	4. Miami	Fla.	211
5. Tucson	Ariz.	466	29. Tampa-			5. Corpus Christi	Tex.	203
6. Corpus Christi	Tex.	458	St. Petersburg	Fla.	385	5. Flint	Mich.	203
7. Albuquerque	N.M.	455	30. Abilene	Tex.	383	7. Biloxi-Gulfport	Miss.	202
8. Miami	Fla.	451	31. Portsmouth	Ohio	381	8. Phoenix	Ariz.	195
9. Wichita	Kan.	436	32. Everett	Wash.	377	9. Wichita	Kan.	193
10. Lubbock	Tex.	435	33. Lake Charles	La.	375	10. San Diego	Cal.	192
11. San Bernardino	Cal.	428	34. Eugene	Ore.	372	11. Albuquerque	N. Mex.	190
11. San Diego	Cal.	428	35. Lorain-Elyria	Ohio	368	11. Portsmouth	Ohio	190
13. Colorado Springs	Colo.	422	36. El Paso	Tex.	367	13. Orlando	Fla.	189
14. Paducah	Ky.	420	37. Flint	Mich.	366	13. Tucson	Ariz.	189
15. Brownsville-			38. Fort Wayne	Ind.	364	15. Bellingham	Wash.	188
McAllen-Harlingen	Tex.	414	38. Pueblo	Colo.	364	16. Augusta	Ga.	186
16. San Jose	Cal.	412	40. Hampton Roads-			17. El Paso	Tex.	184
17. Waco	Tex.	409	Newport News	Va.	363	17. Fort Worth	Tex.	184
18. Orlando	Fla.	400	40. Sacramento	Cal.	363	19. Fayetteville	N.C.	183
19. Billings	Mont.	399	42. Galveston	Tex.	363	20. Lubbock	Tex.	182
20. Texarkana	Tex.-		42. Norfolk-Portsmouth	Va.	362	21. Houston	Tex.	181
	Ark.	398	42. Rockford	Ill.	362	21. Tampa-		
21. Fort Worth	Tex.	391	45. Augusta	Ga.	361	St. Petersburg	Fla.	181
22. Fayetteville	N.C.	389	45. Wichita Falls	Tex.	361	23. San Jose	Cal.	180
22. Florence-Sheffield-			47. Ann Arbor	Mich.	360	24. Hamilton-Middletown	Ohio	179
Tuscumbia-Muscle			48. Bakersfield	Cal.	359	24. Pensacola	Fla.	179
Shoals	Ala.	389	48. Tulsa	Okla.	359			
22. Los Angeles-			50. Reno	Nev.	354			
Long Beach	Cal.	389	U. S. A.		331			

E-X-P-A-N-D-I-N-G WICHITA FALLS, TEXAS

Sure, in the last 10 years Wichita Falls has been bustin' out all over. While the nation shows a population index change of 123, Wichita Falls hit 194. And in every other index, Wichita Falls is out in front of the national average.

THERE'S MORE EXPANSION AHEAD.

Construction starts in Wichita Falls in January on the first section of a \$50,000,000 Expressway system. Parker Food Stores' Million Dollar Warehouse Nears Completion. Million Dollar Hamilton Parking Building To Begin Construction. Safeway opens giant supermarket, schedules two more.

Audit Bureau of Circulation includes six more counties in Wichita Falls Retail Trade Zone, brings total to 18 in Texas and Oklahoma. City Zone and ABC Retail Zone population totals 270,387.



This metropolitan Texas Market
is covered daily—morning, evening
and Sunday, by the

WICHITA FALLS TIMES & RECORD NEWS

Represented by The KATZ AGENCY, Inc.

Nothing in Texas grows like **LUBBOCK!**

**1st in Texas ... 5th in the Nation
in population growth!**

... and nothing in Lubbock will grow like the sale of your product, spurred by advertising in the Lubbock Avalanche-Journal—the only medium that matches its coverage precisely with the growing Lubbock Market, free of dead spots, waste and fringe-area dissipation.

Go! Go! Go! with growing Lubbock in the

GROWING LUBBOCK'S GROWTH RECORD:

	1945 (000)	1934 (000)	PER CENT GAIN
POPULATION . . .	70.8	140.8	99%
BUYING INCOME . . .	\$105,192	\$250,358	138%
RETAIL SALES . . .	60,580	175,079	189%
FOOD SALES . . .	9,783	26,903	175%
GENERAL MDSE. . .	10,695	22,459	110%
FURN. HSLD. RADIO .	2,151	9,357	335%
AUTOMOTIVE SALES .	27,803	50,602	82%
DRUG SALES . . .	3,481	6,613	90%

SM, Nov. 10, 1955

Lubbock AVALANCHE-JOURNAL

CIRCULATION OVER 57,000

WAYNE HENLY, Advertising Director
LESTER M. HORNER, General Advertising Manager

Represented Nationally by **TEXAS DAILY PRESS LEAGUE, Inc.** • Representing Daily Newspapers Only

PADUCAH—

**Near the Top of the Top 50
in sales and population gains**

11th in population
6th in estimated buying income
10th in retail sales
9th in food store sales

8th in general merchandise
3rd in automotive sales
15th in drug sales
14th in furn.-household-radio

What Puts the "DU" in PADUCAH

The Atomic Energy Commission, beginning in 1951, built a billion-dollar uranium plant near Paducah, now operating with an annual payroll of about \$10 million.

TVA built a 650,000 kw steam plant nearby to generate electricity and, across the river at Joppe, Ill., private industry has built one the same size. These add up to one of the world's largest power pools.

At nearby Calvert City, in the shadow of Kentucky Dam, some \$60 million has been invested in chemical plants since 1947—and the growth will continue for years.



Paducah AEC Plant

Kentucky Dam and Lake drew more than 1½ million visitors last year. Tourist business has become big business.

Magnavox, Modine Manufacturing Company, Claussner Hosiery, International Shoe and other industries have plants in Paducah.

With rail, river, road, and air transportation; natural resources; and a good labor supply, Paducah's future is indeed bright.

Paducah has recently built \$2,500,000 worth of new schools, churches have expanded or built anew, and homes and apartments have sprung up rapidly in and outside the city.

These, among other things, put the "DU" in PADUCAH.

They make it an important market of growing importance—a good place for your increased sales efforts.

Affiliated with
WKYB (NBC)
John E. Pearson Co. Rep.

The Paducah Sun-Democrat
Paducah, Ky.

Natl. Representative
**Burke, Kulpers
& Mahoney**

Rank	Automotive Store Sales	Index 1954 1948	Rank	Drug Store Sales	Index 1954 1945	Rank	Drug Store Sales	Index 1954 1945
26. Los Angeles- Long Beach	Cal.	178	1. Las Vegas	Nev.	280	28. Lubbock	Tex.	190
27. Amarillo	Tex.	177	2. Fort Lauderdale	Fla.	264	30. Florence-Sheffield- Tuscumbia-Muscle Shoals	Ala.	188
27. Lake Charles	La.	177	3. Miami	Fla.	223	31. Augusta	Ga.	187
29. Brownsville- McAllen-Harlingen	Tex.	176	4. Tucson	Ariz.	219	31. Lorain-Elyria	Ohio	187
29. Texarkana	Tex.- Ark.	176	5. San Bernardino	Cal.	217	33. Albuquerque	N. Mex.	184
29. Waco	Tex.	176	6. Corpus Christi	Tex.	216	34. Portsmouth	Ohio	184
32. Colorado Springs	Colo.	175	7. Fayetteville	N.C.	215	35. Salem	Ore.	183
32. San Bernardino	Cal.	175	8. Biloxi-Gulfport	Miss.	213	36. Detroit	Mich.	180
34. Chattanooga	Tenn.	174	9. San Diego	Cal.	206	36. Hamilton-Middletown	Ohio	180
34. Detroit	Mich.	174	10. Dallas	Tex.	205	36. Mobile	Ala.	180
34. Hartford	Conn.	174	10. Phoenix	Ariz.	205	39. Greensboro- High Point	N.C.	179
37. Columbia	S.C.	173	12. New Orleans	La.	202	40. Ogden	Utah	178
37. Denver	Colo.	173	12. Orlando	Fla.	202	40. San Antonio	Tex.	178
37. San Antonio	Tex.	173	14. Reno	Nev.	201	42. Dayton	Ohio	177
37. Tulsa	Okla.	173	15. Paducah	Ky.	200	42. Jackson	Mich.	177
37. West Palm Beach	Fla.	173	15. Pensacola	Fla.	200	44. Texarkana	Tex.- Ark.	176
42. Abilene	Tex.	172	15. Wichita	Kan.	200	45. Chattanooga	Tenn.	175
42. Cedar Rapids	Iowa	172	18. Flint	Mich.	199	45. Eugene	Ore.	175
42. Greensboro- High Point	N.C.	172	19. Galveston	Tex.	195	45. Grand Rapids	Mich.	175
42. Lansing	Mich.	172	19. San Jose	Cal.	195	45. Waco	Tex.	175
42. Lorain-Elyria	Ohio	172	21. Fort Smith	Ark.	194	49. Columbia	S.C.	174
42. New Orleans	La.	172	21. Lake Charles	La.	194	49. West Palm Beach	Fla.	174
42. Washington	D.C.	172	21. Los Angeles- Long Beach	Cal.	194	50. Beaumont- Port Arthur	Tex.	171
49. Wichita Falls	Tex.	171	24. El Paso	Tex.	193	50. Colorado Springs	Colo.	171
49. Hampton Roads- Newport News	Va.	170	25. Fort Worth	Tex.	192	U. S. A.		157
U. S. A.		156	26. Hampton Roads- Newport News	Va.	191			
			26. Houston	Tex.	191			
			28. Brownsville- McAllen-Harlingen	Tex.	190			

FIRST IN IOWA

CEDAR RAPIDS

INDUSTRY'S WONDER CITY

Located in the heart of America's richest farming area, Cedar Rapids probably has more nationally known manufacturers—per square foot—than any other city in the United States.

GROWING! GROWING! GROWING!

In effective buying income and all retail sales factors, Cedar Rapids is FIRST IN IOWA in rate of growth. See Iowa Metropolitan Area Growth section in this issue of Sales Management for facts and figures.

Again in 1955 MORE ADVERTISING
has been placed in The Cedar Rapids
Gazette than in any other Iowa newspaper

ROP
FULL COLOR

The Cedar Rapids Gazette

EVENING—Over 60,000—SUNDAY

Represented Nationally by Allen-Klapp Co.

ROP
FULL COLOR

Pardon us, but our "firsts" are showing...

FIRST IN CIRCULATION GAINS

FIRST IN ADVERTISING GAINS

FIRST IN EDITORIAL RECOGNITION

IN CIRCULATION—Latest year-end ABC figures show that the Free Press has outgained its Detroit colleagues nearly 3 to 1. Comparisons with past years prove the Free Press is Detroit's only paper to grow consistently and significantly in both city and suburbs. Since Detroit paper prices went up to 7c a copy two years ago the Free Press has gained 30,824. Detroit paper "A" has *dropped* 4,604. Paper "B" has *gained only* 1,382.

IN ADVERTISING—During the first six months of 1955 the Detroit Free Press made percentage gains greater than those of Detroit's two other papers—and almost twice the average for papers across the nation. Free Press advertising is up 17% over last year.

IN EDITORIAL RECOGNITION—The Free Press has received more important awards and citations for distinguished writing and service to the community. During 1955 the Free Press was awarded journalism's respected Pulitzer Prize for the third time.

More and more *readers* choose the friendly Free Press because it gives them—now, more than ever before—the day-in, day-out satisfaction they seek.

More and more *advertisers* choose the Free Press for the same satisfaction.

—*you see the friendly Free Press everywhere!*

The Detroit Free Press

JOHN S. KNIGHT, *Publisher*

FIRST IN AMERICA'S MOTOR EMPIRE

National Representatives—Story, Brooks & Finley

New York Retail Representative—Kent Hanson

Southern Resorts Representative—Hal Winter Co., Miami Beach.



STATE SUMMARIES OF RATE OF GROWTH, 1954 OVER 1945

SECTIONS AND STATES	Total Population 12/31/54 (th)	Index 1954 1945	Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mdee. Index 1954 1945	FMR Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
NEW ENGLAND											
Connecticut.....	2,220.5	127	4,406,125	180	2,656,950	216	214	158	329	163	158
Maine.....	811.5	110	1,223,839	151	905,589	191	192	139	267	144	136
Massachusetts.....	4,495.2	117	8,223,945	106	5,334,024	191	167	145	263	148	138
New Hampshire.....	539.7	112	743,841	188	562,124	187	185	124	302	143	137
Rhode Island.....	824.5	116	1,301,625	148	855,040	188	185	136	271	143	138
Vermont.....	360.9	110	488,528	149	396,799	189	189	132	281	142	134
	9,822.3	118	18,367,903	162	10,712,528	196	183	145	297	150	143
MIDDLE ATLANTIC											
New Jersey.....	5,332.7	126	9,964,009	178	5,923,908	214	206	154	337	159	182
New York.....	16,651.4	118	28,566,062	155	18,674,242	203	202	152	315	154	149
Pennsylvania.....	10,615.3	113	17,466,631	162	11,413,506	206	201	151	309	150	143
	31,799.4	117	55,932,732	162	36,211,656	206	202	152	316	153	146
EAST NORTH CENTRAL											
Illinois.....	9,173.6	117	17,004,506	166	11,000,279	206	210	144	310	151	147
Indiana.....	4,270.6	124	7,056,399	178	4,634,271	224	224	165	337	157	156
Michigan.....	7,069.9	130	11,918,984	186	8,281,319	237	240	172	344	167	175
Ohio.....	8,555.0	123	14,901,914	178	9,705,685	218	215	161	323	156	158
Wisconsin.....	3,990.2	116	5,674,216	168	4,078,209	209	203	153	314	151	147
	32,666.3	122	56,646,018	177	37,699,743	219	218	156	324	157	158
WEST NORTH CENTRAL											
Iowa.....	2,943.5	109	3,923,243	158	3,045,802	199	193	144	300	143	137
Kansas.....	2,075.9	110	3,075,789	156	2,149,427	222	212	164	351	153	155
Minnesota.....	3,105.7	114	4,462,956	167	3,530,408	197	195	146	299	146	142
Missouri.....	4,154.9	114	6,132,190	165	4,366,661	208	204	156	305	148	146
Nebraska.....	1,371.5	110	1,982,724	152	1,624,200	211	197	154	338	148	144
North Dakota.....	619.1	104	857,029	150	730,239	215	209	148	356	145	147
South Dakota.....	660.5	106	910,850	145	719,290	204	197	145	343	138	142
	14,631.1	113	21,294,761	162	16,186,035	206	206	151	315	147	144
SOUTH ATLANTIC											
Delaware.....	366.3	134	649,602	190	517,264	235	209	288	355	159	163
District of Columbia.....	871.0	127	1,830,532	161	1,381,435	200	189	146	286	146	138
Florida.....	3,661.9	164	4,677,537	195	3,661,210	271	271	200	396	151	191
Georgia.....	3,645.7	119	4,104,767	165	2,724,994	222	221	157	322	154	157
Maryland.....	2,637.7	135	3,932,626	163	2,577,240	225	224	161	341	165	163
North Carolina.....	4,306.2	120	4,449,936	170	3,000,214	233	235	169	341	160	164
South Carolina.....	2,247.7	119	2,296,165	173	1,485,320	225	227	157	333	156	159
Virginia.....	3,646.6	130	4,703,636	164	2,950,595	231	229	174	345	157	164
West Virginia.....	1,663.0	107	2,325,533	155	1,458,295	191	194	129	289	136	137
	23,240.1	127	29,970,654	171	19,666,567	229	228	164	340	160	163
EAST SOUTH CENTRAL											
Alabama.....	3,143.9	113	3,178,411	156	2,066,661	226	234	156	331	153	163
Kentucky.....	3,021.4	111	3,333,736	166	2,140,171	216	215	148	337	152	154
Mississippi.....	2,206.2	107	1,796,919	141	1,275,608	221	219	146	347	152	153
Tennessee.....	3,372.4	116	3,771,556	156	2,728,493	226	222	165	344	157	157
	11,737.9	112	12,078,622	158	8,233,003	223	223	155	339	154	157
WEST SOUTH CENTRAL											
Arkansas.....	1,692.0	104	1,507,618	144	1,339,040	217	218	160	337	146	146
Louisiana.....	2,956.0	125	3,568,434	179	2,325,921	240	247	166	358	164	163
Oklahoma.....	2,276.6	105	2,896,885	153	2,025,728	209	207	152	329	148	144
Texas.....	8,665.1	131	12,622,592	189	9,006,556	243	240	164	362	164	167
	15,789.6	122	20,897,529	179	14,696,247	234	233	173	354	160	161
MOUNTAIN											
Arizona.....	999.1	172	1,379,624	226	1,005,655	278	276	198	455	163	290
Colorado.....	1,493.7	130	2,238,871	179	1,670,634	222	217	163	356	160	169
Idaho.....	619.1	118	828,173	155	709,782	205	202	148	324	146	147
Montana.....	625.4	115	1,063,162	169	726,985	193	186	133	307	144	136
Nevada.....	213.4	169	423,448	202	277,968	235	228	164	383	166	168
New Mexico.....	782.5	140	1,040,540	213	697,404	280	254	181	402	174	186
Utah.....	767.7	132	1,056,657	169	773,975	230	232	166	335	160	165
Wyoming.....	312.2	123	548,233	197	407,637	220	212	149	346	159	153
	5,623.1	135	8,518,708	188	6,272,280	229	225	165	363	161	166
PACIFIC											
California.....	12,812.0	157	23,294,519	184	15,485,103	243	239	181	374	169	181
Oregon.....	1,674.1	137	2,661,073	171	2,040,062	224	221	162	360	153	156
Washington.....	2,968.2	134	4,490,947	157	2,828,554	218	216	159	334	152	159
	17,054.3	151	30,405,639	180	20,353,739	237	234	175	367	165	175
TOTAL U. S. A.	162,566.4	125	251,132,586	170	170,034,796	216	215	160	331	166	167



LIKE CALIFORNIA WITHOUT THE BILLION DOLLAR VALLEY OF THE BEES

**NOT COVERED BY LOS ANGELES
AND SAN FRANCISCO NEWSPAPERS**

California's Billion Dollar Valley lies inland — isolated from distant Coast cities by mountains. This independent, self-contained area is bigger than Illinois, has more population than West Virginia.

Valley families have over \$3¼ billion in spendable income, account for more retail sales than Kansas. You're not selling California unless you're selling the Valley. And to cover it in depth, you need the three Bee newspapers, each the strong local favorite in its part of the Valley.*

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



*1955 Consumer Markets

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES ... O'MARA & ORMSBEE

SALES MANAGEMENT



Rate of Growth, Metro Areas, 1954 Over 1945

How Many More People, How Much More Do
They Earn, How Much More Do They Spend?

The following section covers eight important rate-of-growth factors for the 172 "Standard" Metropolitan Areas, and the 63 "Potential" Areas as defined by SALES MANAGEMENT, a total of 235. (For a detailed description of how these areas are selected and defined, see page 155 of the May 10, 1955 *Survey of Buying Power*.)

As explained on a preceding page, rate-of-growth is an important measuring rod for the marketing man, but it isn't the only one. Size and quality are important, too.

The tables emphasize rate-of-growth, but to provide proper perspective, the total figures on population, Net Effective Buying Income and total retail sales are reprinted from the *Survey*.

The year 1945 is the base, 100, for the indexes (with the exception of automobiles where 1948 is used because there was no production of consequence, 1945 to 1947).

If you prefer to think in terms of *percentage* change rather than an index number, subtract 100 from the index figure. For example, in the preceding state summary read-

ers will note that the U.S.A. figure (bottom line) shows 123 as the index under population. Subtract 100 and the resultant 23 is the *percentage gain*.

We suggest that the rate-of-growth indexes for Metro Areas be compared with other divisions. For example, how does the growth factor in Area A compare with other areas in the same state or adjoining states—with city areas of similar size—with the state of which it is a part—with the U. S. A.?

The first line in the following tables is a summary of *Metro Areas*. Following (indented) are similar figures for each county in the area. Within the county, further indented, are the figures for individual *cities* which in 1954 had retail sales of \$50 million or over. *Multiple cities* are printed in italics.

States are grouped alphabetically within four major geographic areas. The following index shows the starting page number of the Metro Areas within each state. Its use will increase the value you'll get out of this section.

Where Each State Starts

Alabama	153	Louisiana	158	North Dakota	143
Arizona	180	Maine	112	Ohio	143
Arkansas	153	Maryland	112	Oklahoma	164
California	180	Massachusetts	114	Oregon	188
Colorado	186	Michigan	137	Pennsylvania	120
Connecticut	109	Minnesota	139	Rhode Island	124
Delaware	110	Mississippi	161	South Carolina	164
District of Columbia	110	Missouri	139	South Dakota	145
Florida	154	Montana	188	Tennessee	166
Georgia	157	Nebraska	141	Texas	168
Idaho	188	Nevada	188	Utah	189
Illinois	126	New Hampshire	114	Vermont	124
Indiana	130	New Jersey	114	Virginia	174
Iowa	134	New Mexico	188	Washington	189
Kansas	137	New York	116	West Virginia	176
Kentucky	158	North Carolina	163	Wisconsin	145

it's the **SCATTERING** in the morning...

that makes it the worst possible time for any kind of salesman to appear at a good-income American home. No sales message can register fully, if at all, in such a blur of haste. The whole family's hustling to get started on the day's work, school, or play. Everybody's hurried, most are harried, many are grumpy, growly, distracted. After they are all out, the "homework" really begins. . . .



but it's the **GATHERING** in the evening...



when minds are relaxed, receptive. Then Mother and Dad ponder family needs and desires, then young folks "put over" their "propositions" for new clothes, a new car, a gay party. Then scores of thousands of high income Westchester families really "get" selling suggestions printed in 140,000 Westchester Group Newspapers that are delivered right smack into 140,000 Westchester homes. . . .

where BUYING DECISIONS are made!

WESTCHESTER GROUP NEWSPAPERS

Yonkers HERALD STATESMAN	Port Chester DAILY ITEM
Mount Vernon DAILY ARGUS	White Plains REPORTER DISPATCH
New Rochelle STANDARD STAR	Tarrytown DAILY NEWS
Mamaroneck DAILY TIMES	Ossining CITIZEN REGISTER
Peekskill EVENING STAR (Affiliated)	

8 CHURCH ST., WHITE PLAINS, N. Y.

Represented nationally by
the KELLY-SMITH CO.



East

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND

AREA COUNTY CITY	STATE	PEOPLE <small>SM</small> EST.		INCOME <small>SM</small> EST.		RETAIL SALES <small>SM</small> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
TOTAL U. S. A.		182,866.4	123	231,132,566	170	170,634,796	218	215	150	331	156	157
CONNECTICUT												
BRIDGEPORT-STAMFORD-												
NORWALK	Conn.	562.9	130	1,235,118	175	699,390	212	213	147	340	159	157
Fairfield	Conn.	562.9	130	1,235,118	175	699,390	212	213	147	340	159	157
Bridgeport	Conn.	165.7	115	328,967	163	285,197	203	203	143	311	151	159
Stamford	Conn.	82.4	145	188,120	196	117,702	237	239	182	388	173	170
Norwalk	Conn.	55.4	133	129,462	179	70,819	217	210	142	359	168	168
Greenwich	Conn.	44.6	125	127,738	160	50,845	186	189	166	339	153	125
HARTFORD-NEW BRITAIN												
Hartford	Conn.	604.1	130	1,284,827	184	791,631	230	225	176	327	174	179
Hartford	Conn.	604.1	130	1,284,827	184	791,631	230	225	176	327	174	179
Hartford	Conn.	184.5	114	394,675	163	353,723	203	196	143	296	165	166
New Britain	Conn.	80.5	120	168,724	176	100,733	223	226	154	310	160	161
West Hartford	Conn.	49.5	135	154,242	230	62,388	315	258	203	435	180	172
NEW HAVEN-WATERSBURY												
New Haven	Conn.	591.2	122	1,117,727	168	677,275	205	203	144	301	159	147
New Haven	Conn.	591.2	122	1,117,727	168	677,275	205	203	144	301	159	147
New Haven	Conn.	164.0	107	315,928	153	260,373	191	195	137	272	155	137
Waterbury	Conn.	109.3	114	204,975	161	142,569	200	197	139	296	156	138
Meriden-Wallingford	Conn.	60.7	121	120,180	169	77,281	208	201	155	332	158	153
Meriden	Conn.	47.3	120	89,390	170	89,618	212	206	171	365	165	171

FIRST 10 YEARS AGO . . . FIRST TODAY . . .

WDRC FIRST STATION IN CONNECTICUT
HARTFORD FIRST MARKET IN CONNECTICUT
CONNECTICUT FIRST STATE IN U. S. A.

WDRC

**AND MOST LIKELY TO BE FIRST
 10 YEARS FROM NOW!**

HARTFORD 12, CONNECTICUT

BASIC CBS 5,000 WATTS

REPRESENTED BY RAYMER

WALTER HAASE, General Manager

WILLIAM MALO, Commercial Mgr.

For the first year of its post-war study in 1945, Sales Management's figures show the State of Connecticut first in the U.S.A. in per family income . . . and Hartford as the first market in Connecticut.

Sales Management's Survey of Buying Power, May 10th 1955, shows Hartford and Connecticut both first again!

With the continuing steady growth here on all fronts, Sales Management most likely will show Hartford and Connecticut still on top 10 years from now.

Use WDRC, Connecticut's first station, to sell in Hartford, Connecticut's first market. Ask about the Sundial Plan, most sensationally successful saturation advertising plan in WDRC's history.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
NEW LONDON-NORWICH.....	Conn.....	160.0	126	264,631	169	166,470	204	208	134	292	196	163
New London.....	Conn.....	160.0	126	264,631	169	166,470	204	208	134	292	196	163
New London.....	Conn.....	30.7	107	54,359	153	89,500	191	195	141	258	153	146
Norwich.....	Conn.....	37.6	109	59,144	214	54,313	249	261	119	344	157	213
STATE OF CONNECTICUT.....		2,220.5	127	4,406,125	160	2,656,950	216	214	180	320	163	160
DELAWARE												
WILMINGTON.....	Del.....	306.2	133	605,132	190	371,526	222	204	303	342	185	153
New Castle.....	Del.....	251.9	135	617,976	193	321,055	225	203	310	340	156	154
Wilmington.....	Del.....	111.9	106	231,554	173	250,674	217	197	230	339	198	113
Salem.....	N. J.....	54.3	126	87,156	178	49,671	205	211	133	367	149	146
STATE OF DELAWARE.....		366.3	134	649,692	190	517,284	235	209	288	345	199	163
DISTRICT OF COLUMBIA												
WASHINGTON.....	D. C.....	1,765.3	151	3,676,985	194	2,068,417	232	192	176	340	172	158
District of Columbia.....		871.0	127	1,830,532	161	1,381,435	290	189	146	298	148	138
Washington.....	D. C.....	871.0	127	1,830,532	161	1,381,435	290	189	146	298	148	138
Montgomery.....	Md.....	207.9	161	477,404	286	236,274	410	386	507	711	261	263
Bethesda.....	Md.....	60.1	100	145,372	276	66,015	400	380	549	650	250	257
Prince Georges.....	Md.....	256.2	198	455,213	262	154,138	351	364	216	529	235	276
Arlington.....	Va.....	237.6	179	668,097	216	254,139	361	283	387	448	177	221
Alexandria.....	Va.....	79.4	160	201,276	215	110,412	296	286	328	394	177	210
Fairfax.....	Va.....	130.6	194	246,649	227	42,431	310	307	199	429	191	161
DISTRICT OF COLUMBIA.....		871.0	127	1,830,532	161	1,381,435	290	189	146	298	148	138

NOW...A new Research Data Book about the WASHINGTON, D.C. Metropolitan Area

WASHINGTON is the fastest growing of the 10 largest metropolitan areas in the U.S. over the past 25 years

WASHINGTON area now ranks 10th in population among U.S. metropolitan areas

WASHINGTON will be in 8th place in 1965 forecasts Sales Management Magazine



WRITE FOR YOUR FREE COPY OF
It's a Capital Idea . . . the new fact book for the Nation's Capital. It's full of up-to-the-minute marketing data — economic, social and community facts.

THE ECONOMIC DEVELOPMENT COMMITTEE • WASHINGTON BOARD OF TRADE • 1616 K St., N.W. Wash. 6, D.C.

if you want action



in an \$8 billion market *



pick The Inquirer

All advertisers—classified, national or retail—want action. To get it, they pick THE INQUIRER. Proof? THE INQUIRER is tops in every important advertising classification and is now in its 22nd consecutive year of total advertising leadership in Delaware Valley, U. S. A. Of course you want action, too. See us.



Giant Industries Build in
DELAWARE VALLEY, U.S.A.



Philadelphia is at the heart of this 14-county area of Pennsylvania, New Jersey and Delaware. America's 3rd Market, it is the World's Greatest Industrial Area . . . where over one million families annually spend over eight billion dollars!

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U.S.A.

Exclusive Advertising Representatives:

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

West Coast Representatives:

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
		Population 12/31/64 (th)	Index 1964 1945	Net Effective Buying Income (th \$)	Index 1964 1945	Total Retail Sales (th \$)	Index 1964 1945	Food Index 1964 1945	General Index 1964 1945	Furn.- House- Radio Index 1964 1945	Auto Index 1964 1945	Drug Index 1964 1945	
MAINE													
BANGOR	Me.	109.0	113	144,422	184	129,802	200	198	148	281	146	143	
Penobscot	Me.	109.0	113	144,422	184	129,802	200	198	148	281	146	143	
Bangor	Me.	33.2	115	46,324	152	66,247	195	193	164	289	146	132	
LEWISTON-AUBURN													
Androscoggin	Me.	84.2	112	126,612	151	98,038	195	195	145	306	146	151	
Lewiston	Me.	84.2	112	126,612	151	98,038	195	195	145	306	146	151	
Lewiston-Auburn	Me.	42.0	112	86,379	148	66,749	186	186	138	296	145	151	
Lewiston-Auburn	Me.	86.5	115	104,506	182	83,381	194	196	146	307	148	151	
PORTLAND													
Cumberland	Me.	171.4	116	236,535	152	206,429	194	200	139	279	150	148	
Portland	Me.	171.4	116	236,535	152	206,429	194	200	139	279	150	148	
Portland	Me.	79.6	112	132,382	148	140,157	190	199	137	284	149	138	
STATE OF MAINE		911.5	110	1,223,839	151	905,889	191	192	139	287	144	136	
MARYLAND													
BALTIMORE	Md.	1,460.9	129	2,229,679	180	1,540,640	205	205	151	314	148	153	
Anne Arundel	Md.	140.7	163	186,468	215	91,626	288	286	183	404	189	236	
Baltimore	Md.	1,320.2	126	2,042,381	186	1,449,014	202	200	150	312	145	150	
Baltimore	Md.	968.6	114	1,517,726	149	1,302,866	196	196	151	309	145	147	
CUMBERLAND													
Allegany	Md.	93.3	112	105,491	128	72,602	156	153	123	222	103	122	
Cumberland	Md.	93.3	112	105,491	128	72,602	156	153	123	222	103	122	
Cumberland	Md.	38.4	105	51,186	124	54,275	155	147	125	222	103	117	
HAGERSTOWN													
Washington	Md.	94.6	122	109,460	153	77,438	199	205	142	306	145	142	
Hagerstown	Md.	94.6	122	109,460	153	77,438	199	205	142	306	145	142	
Hagerstown	Md.	38.1	121	60,820	151	59,227	196	202	143	292	145	140	
STATE OF MARYLAND		2,637.7	136	3,932,826	163	2,577,240	225	224	161	341	165	163	

SCRANTON... WILKES-BARRE Is - Pennsylvania's 3RD MARKET!

IT IS ALSO A MARKET
— THAT —
EATS WELL!

CITY	SALES (\$)
SCRANTON, WILKES-BARRE	\$163,486,000
SAN BERNARDINO	\$157,112,000
ROCHESTER	\$151,866,000
COLUMBUS, O.	\$141,749,000
AKRON	\$139,842,000
DAYTON	\$135,813,000
BIRMINGHAM	\$132,889,000
ALLENTOWN	\$132,260,000
TOLEDO	\$128,152,000
TAMPA-ST. PETERSBURG	\$127,071,000

FOOD STORE SALES • CONSUMER MARKETS 1955 • STANDARD METRO. AREAS

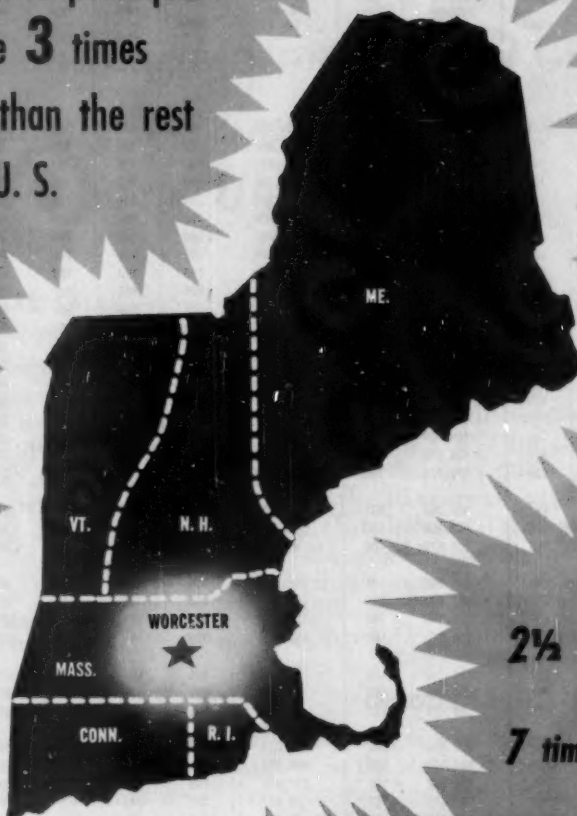
A Pulitzer Prize Winner

The Scranton Times

GEORGE A. McDEVITT CO., INC., National Representatives • New York, Chicago, Philadelphia, Pittsburgh, Detroit

In NEW ENGLAND

Retail Sales per square
mile are **3** times
greater than the rest
of the U. S.



But Retail Sales
are even better
in the
**Metropolitan
WORCESTER
County Market**

2½ times greater than the rest
of the New England States
7 times greater than the rest of
the U. S.

Here's the Metropolitan Worcester County 1955 Sales Story

Population	574,100
Families	166,800
E.B.I.	\$889,498,000
Retail Sales	\$608,509,000
Grocery Sales	\$175,676,000
Drug Sales	\$ 15,483,000

Source: Sales Management Survey of Buying Power.
Further reproduction not licensed.

Worcester Telegram-Gazette
Circulation:

Daily 156,818;
Sunday 104,429.



WORCESTER, MASSACHUSETTS
Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAC AND WTAC-FM

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945	
MASSACHUSETTS													
BOSTON	Mass.	3,027.4	116	5,291,122	154	3,285,293	197	194	146	284	148	135	
Essex	Mass.	545.5	114	881,387	152	552,060	197	193	129	253	139	131	
Lynn	Mass.	103.8	111	178,088	147	120,817	181	178	123	246	137	119	
Lawrence	Mass.	79.1	102	119,114	146	109,180	184	185	121	303	138	131	
Salem	Mass.	42.6	109	70,226	153	67,748	194	190	136	303	136	117	
Haverhill	Mass.	46.2	109	79,334	148	52,825	185	189	143	299	140	127	
Middlesex	Mass.	1,126.8	116	1,994,207	156	948,967	192	199	194	265	137	133	
Cambridge	Mass.	113.0	109	226,127	147	137,360	182	182	144	240	134	120	
Lowell	Mass.	95.7	102	142,676	142	110,028	180	182	123	274	135	131	
Somerville	Mass.	103.1	107	196,180	145	74,532	181	182	127	234	138	131	
Malden	Mass.	61.8	111	102,549	147	61,571	181	186	127	203	138	126	
Newton	Mass.	86.2	121	236,677	155	83,913	189	178	121	319	145	144	
Waltham	Mass.	81.4	126	83,464	160	61,574	192	183	148	245	145	142	
Frammingham	Mass.	30.9	124	46,137	209	56,505	292	195	118	342	138	131	
Marlboro-Hudson	Mass.	24.7	111	39,093	159	26,854	204	187	135	307	140	132	
Norfolk	Mass.	433.7	129	861,308	167	376,189	292	199	181	342	156	142	
Quincy	Mass.	86.6	115	159,211	150	113,493	189	193	184	318	155	133	
Brookline	Mass.	86.8	121	169,329	160	67,230	196	201	143	364	156	143	
Suffolk	Mass.	821.4	111	1,544,220	147	1,467,987	181	194	136	295	154	137	
Boston	Mass.	611.8	109	1,374,773	146	1,324,767	180	194	136	285	153	135	
BROCKTON	Mass.	204.8	121	307,269	160	215,003	197	200	145	301	151	144	
Plymouth	Mass.	204.6	121	307,269	160	215,003	197	200	145	301	151	144	
Brockton	Mass.	85.0	110	105,576	150	90,212	188	186	142	293	148	137	
FALL RIVER-NEW BEDFORD	Mass.	399.5	113	585,290	155	389,443	195	192	145	291	153	161	
Bristol	Mass.	399.5	113	585,290	155	389,443	195	192	145	291	153	161	
New Bedford	Mass.	180.2	104	156,619	148	129,756	190	193	148	279	149	153	
Fall River	Mass.	111.8	104	186,375	148	126,673	189	188	138	302	150	148	
PITTSFIELD	Mass.	137.6	114	214,710	152	152,162	188	187	138	291	138	129	
Berkshire	Mass.	137.6	114	214,710	152	152,162	188	187	138	291	138	129	
Pittsfield	Mass.	58.1	114	95,171	154	76,351	191	199	139	312	135	127	
SPRINGFIELD-HOLYOKE	Mass.	487.1	120	893,080	162	531,011	200	195	146	306	154	154	
Hampden	Mass.	393.8	129	684,990	163	457,981	203	196	147	304	156	157	
Springfield	Mass.	186.7	115	302,342	157	257,876	196	192	147	303	157	151	
Holyoke	Mass.	55.0	107	87,672	157	76,317	204	200	149	321	154	165	
Hampshire	Mass.	93.3	124	138,770	157	73,030	187	178	137	315	143	135	
WORCESTER	Mass.	574.1	116	889,498	159	608,509	199	191	143	302	150	135	
Worcester	Mass.	574.1	116	889,498	159	608,509	199	191	143	302	150	135	
Worcester	Mass.	295.6	110	334,603	153	286,389	203	188	140	318	149	132	
Fitchburg	Mass.	43.1	108	68,673	155	64,592	201	186	149	318	151	129	
STATE OF MASSACHUSETTS		4,945.2	117	8,223,945	156	5,334,024	191	187	145	283	148	139	
NEW HAMPSHIRE													
MANCHESTER	N. H.	161.8	114	244,088	161	177,788	190	186	130	312	144	137	
Hillsborough	N. H.	161.8	114	244,088	161	177,788	190	186	130	312	144	137	
Manchester	N. H.	85.8	113	136,070	160	104,955	189	186	132	302	174	147	
STATE OF NEW HAMPSHIRE		539.7	112	743,841	160	562,124	187	185	124	302	143	137	
NEW JERSEY													
ATLANTIC CITY	N. J.	140.2	118	208,396	161	214,415	202	190	125	330	143	137	
Atlantic	N. J.	140.2	118	208,396	161	214,415	202	190	125	330	143	137	
Atlantic City	N. J.	61.7	104	93,630	152	148,110	196	185	122	324	141	133	
NEW YORK-N. E. NEW JERSEY (New Jersey Portion)	N. J.	3,682.9	124	7,305,062	171	4,049,123	211	204	153	336	150	152	
Bergen	N. J.	653.5	147	1,425,541	199	687,793	247	243	219	425	182	167	
Hackensack	N. J.	30.9	118	64,079	179	115,750	226	231	219	381	179	176	
Essex	N. J.	962.4	117	1,890,307	182	1,286,731	202	196	144	330	156	147	
Newark	N. J.	449.2	110	631,693	164	745,196	182	193	134	306	154	143	
East Orange	N. J.	82.1	118	201,796	170	110,052	221	206	151	393	180	143	

Forecast for **PITTSFIELD, MASS.**

*Continued Strong Sales Gains... with
Increasing Buying Power based on Industries
with Highest Future Ratings*

INDUSTRIAL SALES

Metropolitan Pittsfield's industrial sales are up 175% . . . with highest potentials in the nation for the next ten years. Postwar prosperity is solid, the real thing. No sudden spurts and slumps. Instead, steady 10-year gains based on top-producing industries.

5-Star Ratings in SM's "Future Sales Ratings"

Out of 16,300 families in Pittsfield, 12,860 workers are employed in industries with 5-star ratings *for past and future performance* . . . electrical machinery, plastics, industrial machinery, machine tools, auto parts. This is **SALES MANAGEMENT'S** highest possible rating — indicating industrial sales

gains up to 175% for the past decade, 90% for the next... Another 1,200 workers are engaged in paper production — rated 4 stars for both decades . . . up 120% to 175% for the period since the war, 60% to 90% for the 10 years ahead . . . Example of Industrial Expansion: Major additions to local GE facilities since 1949 topped \$20 million mark in 1955 . . . output expected to double next 10 years.

INCOME

Pittsfield's wages are among the highest in the state. GE payroll last year and this year averaged better than \$1 million a week. Buying power throughout the market tops the national level by big margins—in metropolitan Pittsfield \$196 above the

U. S. average for Consumer Spending Units, in the city alone \$559 above. Total: \$214,710,000.

POPULATION

Metropolitan Pittsfield's population gained substantially since 1945—up 14% to 137,600.

RETAIL SALES

In 1945, metropolitan Pittsfield's retail sales were well above the national average — \$671 per person compared with \$590 nationally. At the end of 1954, the area's sales curve was 88% above the prosperous '45 level — and Pittsfield, with \$1,106 sales per capita, ranked first among the state's metropolitan markets . . . *person for person the most responsive mass market in the state.* Total: \$152,120,000.

PITTSFIELD and The EAGLE

The Pittsfield market is covered thoroughly by The Berkshire Evening Eagle . . . one of the best read newspapers anywhere . . . with an outstanding selling impact—**CARRYING MORE LOCAL LINAGE THAN ANY OTHER SINGLE NEWSPAPER IN THE STATE.** Coverage: Better than 100% city zone, 70% metropolitan area.

THE BERKSHIRE EVENING EAGLE

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mdas. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
Irlington	N. J.	82.2	115	131,390	171	79,676	222	205	157	399	162	156
Montclair	N. J.	45.2	115	134,336	148	66,418	201	178	176	327	161	142
Orange	N. J.	39.5	114	76,035	167	50,633	215	200	154	331	161	151
Hudson	N. J.	667.7	109	1,183,129	151	639,670	188	172	134	291	149	139
Jersey City	N. J.	302.5	107	827,002	149	287,239	187	160	128	294	149	133
Union City	N. J.	55.7	106	102,090	147	83,854	183	181	137	290	149	116
Bayonne	N. J.	79.8	106	144,769	153	69,944	194	189	131	309	149	149
Hoboken	N. J.	51.1	107	85,053	148	55,367	194	198	148	255	148	148
West New York	N. J.	37.3	102	72,064	152	51,533	190	190	144	304	153	145
Middlesex	N. J.	295.7	131	829,529	175	302,172	215	214	162	353	152	148
New Brunswick	N. J.	39.9	119	76,740	166	88,501	209	204	170	348	150	135
Perth Amboy	N. J.	42.8	110	75,699	164	81,616	214	208	128	349	152	139
Morris	N. J.	188.0	139	350,648	184	194,127	225	219	202	359	154	156
Passaic	N. J.	360.8	119	673,388	170	486,810	216	201	163	331	163	147
Paterson	N. J.	141.0	107	282,435	161	241,201	210	185	162	323	162	147
Passaic	N. J.	58.1	103	113,929	160	124,436	212	204	180	306	160	133
Clifton	N. J.	73.8	109	149,361	190	54,612	236	221	148	400	173	179
Passaic-Clifton	N. J.	131.9	121	283,280	172	179,248	219	209	159	326	164	143
Somerset	N. J.	113.7	140	199,616	189	104,114	233	227	161	385	156	166
Union	N. J.	441.1	129	982,904	175	475,516	217	203	151	331	156	156
Elizabeth	N. J.	115.9	110	228,586	157	154,257	203	190	146	294	146	161
Plainfield	N. J.	45.8	121	101,805	167	98,355	208	190	151	326	149	145
TRENTON	N. J.	253.5	128	470,039	176	327,068	221	207	158	310	153	147
Mercer	N. J.	253.5	126	470,039	176	327,068	221	207	158	310	153	147
Trenton	N. J.	129.9	100	234,301	182	226,423	210	197	159	302	158	136
STATE OF NEW JERSEY		5,332.7	126	9,984,039	176	5,923,908	214	206	154	337	159	182
NEW YORK												
ALBANY-SCHENECTADY-TROY	N. Y.	541.7	117	950,858	167	706,518	199	189	149	295	143	134
Albany	N. Y.	249.9	115	439,720	154	389,983	197	192	147	285	153	131
Albany	N. Y.	137.5	110	255,146	156	248,722	206	188	180	278	152	124
Rensselaer	N. Y.	138.3	116	222,270	164	149,836	195	182	145	296	151	130
Troy	N. Y.	73.9	110	122,855	149	113,367	192	176	141	267	129	127
Schenectady	N. Y.	153.5	123	288,886	163	187,489	206	191	157	319	138	139
Schenectady	N. Y.	95.0	114	183,750	158	161,962	205	188	157	317	137	139
AUBURN	N. Y.	72.0	113	190,335	182	76,498	194	183	141	301	135	131
Cayuga	N. Y.	72.0	113	190,335	182	76,498	194	183	141	301	135	131
Auburn	N. Y.	36.9	103	55,293	149	52,524	189	178	135	302	140	130
BINGHAMTON	N. Y.	194.4	118	325,811	156	222,151	197	186	166	301	134	143
Broom	N. Y.	194.4	118	325,811	156	222,151	197	186	166	301	134	143
Binghamton	N. Y.	82.0	109	143,993	149	140,161	183	180	164	296	132	139
BUFFALO	N. Y.	1,161.2	121	1,945,604	166	1,358,606	214	205	169	324	158	182
Erie	N. Y.	955.0	120	1,604,081	166	1,136,204	215	205	174	322	158	182
Buffalo	N. Y.	582.2	107	993,001	155	867,167	207	197	165	317	157	144
Niagara	N. Y.	206.2	129	340,923	168	222,404	209	203	126	342	157	149
Niagara Falls	N. Y.	98.8	124	173,886	167	130,596	213	201	127	339	157	145
North Tonawanda-Tonawanda	N. Y.	43.1	126	67,894	182	52,292	241	209	421	328	160	168
ELMIRA	N. Y.	93.4	124	149,967	167	119,075	213	196	162	308	146	132
Chemung	N. Y.	93.4	124	149,967	167	119,075	213	196	162	308	146	132
Elmira	N. Y.	51.4	115	79,675	161	95,425	211	187	164	297	147	130
JAMESTOWN	N. Y.	141.8	116	205,094	163	167,204	214	200	157	308	141	143
Chautauque	N. Y.	141.0	116	205,094	163	167,204	214	200	157	308	141	143
Dunkirk-Prudens	N. Y.	26.2	114	39,211	161	35,905	211	205	145	281	141	139
Jamestown	N. Y.	44.2	109	78,630	154	75,539	206	193	158	296	140	136
NEW YORK-N. E. NEW JERSEY	N. Y.	13,808.1	119	27,264,342	165	16,524,975	205	205	180	329	161	152*
NEW YORK-N. E. NEW JERSEY	N. Y.	10,125.2	118	19,938,280	163	12,475,052	203	205	149	315	162	152*
(New York Portion)	N. Y.	1,479.6	110	2,682,007	159	1,229,484	211	201	134	321	162	158
Bronx	N. Y.	2,722.6	106	4,671,292	149	2,473,432	193	188	128	304	152	147
Kings	N. Y.	973.5	194	2,219,351	248	1,063,285	301	274	577	496	201	199*
Nassau	N. Y.	604.1	179	1,386,045	217	652,591	260	255	494	451	193	195*
Hempstead Township	N. Y.	165.4	177	440,777	298	268,328	424	296	902	745	215	210*
North Hempstead Township	N. Y.	148.9	299	317,036	386	84,274	491	474	254	571	289	275*

* Indexes based on revised Survey of Buying Power estimates as indicated. Nassau County drug store sales for 1954, \$23,300 thousand.

Check This Advertisement

for the true picture of the



**TROY
CITY
ZONE**

TROY MARKET



Total Net Income: \$207,818,000

Total Retail Sales: \$154,098,000

Food Sales: \$46,033,000

Automotive Sales: \$27,856,000

Furn.-Hs.-Radio Sales: \$10,809,000

Coverage: **99%**

(Sales Management, 1955 Survey of Buying Power figures.)

CITY ZONE
POPULATION

125,600

TOTAL MARKET
POPULATION

211,148

Circ.: 47,582

Rate: 20c

THE RECORD NEWSPAPERS

THE TROY RECORD (MORNING)

THE TIMES RECORD (EVENING)

TROY, N. Y.

LATE NEWS! BUFFALO IS Growing Fast!



AND THIS MUSHROOMING AREA IS DOMINATED BY

WGR-TV
AND
WGR

BUFFALO'S FAVORITE STATIONS

You can
DOMINATE
this Market
when you
USE...

● Complete coverage of the nation's 14th largest market . . . (plus 435,000 bonus sets in Canada) . . . is assured when you schedule WGR-TV . . . WGR.

● SM's November, 1955, Survey shows that Buffalo leads both the Middle Atlantic States and New York State in

percentage of increase in total effective buying income, retail sales, food, general merchandise, furniture-household-radio, automotive and drug sales. Buffalo has grown faster than either two in the last 10 years! Your sales will grow, too, when you use the WGR Stations.

WGR Radio
Buffalo's FIRST Station

Represented by FREE & PETERS

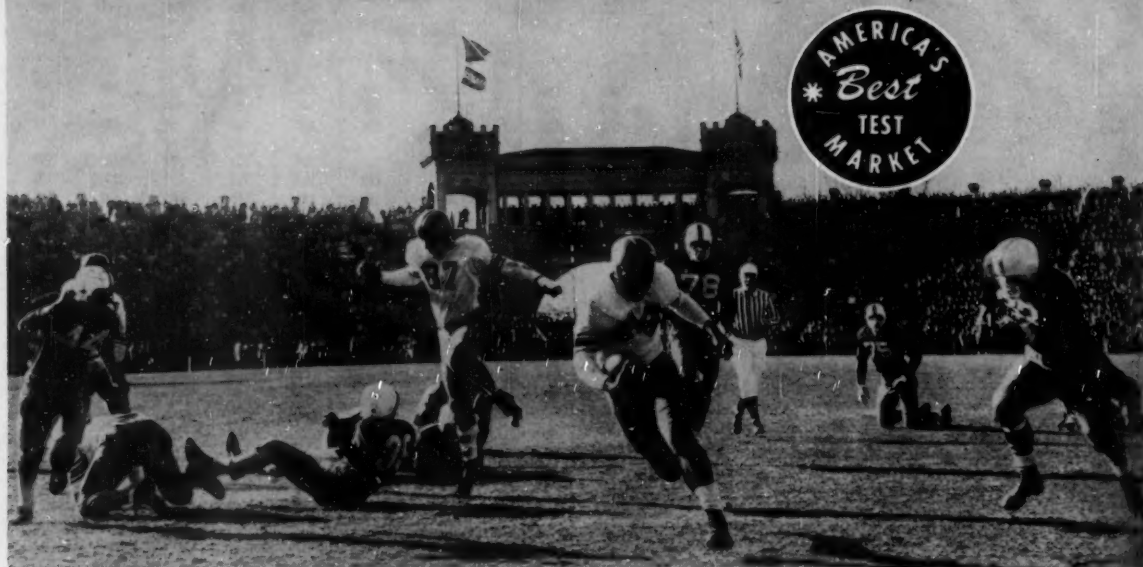
NBC
BASIC
AFFILIATES

WGR-TV
CHANNEL 2
Buffalo's FAVORITE Station
Represented by FREE & PETERS

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
New York	N. Y.	1,951.3	100	4,353,514	143	4,468,321	180	183	124	276	143	145
New York City	N. Y.	8,028.4	111	16,500,738	151	10,100,328	185	198	131	301	157	149
Queens	N. Y.	1,674.3	125	3,438,562	179	1,745,235	234	230	194	362	177	180
Richmond	N. Y.	200.4	116	355,373	167	183,878	222	221	174	371	172	158
Rockland	N. Y.	96.4	126	147,598	162	80,786	202	197	168	337	142	139
Suffolk	N. Y.	362.2	104	539,586	196	362,781	231	222	183	409	196	166
Westchester	N. Y.	664.7	118	1,532,027	160	868,692	206	200	303	353	199	142
Yonkers	N. Y.	160.3	115	346,140	149	153,006	187	175	142	318	153	134
White Plains	N. Y.	49.1	124	117,127	180	153,652	240	298	503	380	160	141
Mount Vernon	N. Y.	78.0	114	170,061	163	119,832	216	220	162	396	178	149
New Rochelle	N. Y.	62.9	113	153,247	161	107,251	213	201	258	387	175	140
POUGHKEEPSIE-NEWBURGH-												
BEACON	N. Y.	296.8	114	490,673	157	371,500	202	200	160	340	147	144
Dutchess	N. Y.	139.9	116	215,346	161	175,852	210	213	167	361	161	150
Poughkeepsie	N. Y.	41.6	108	77,612	153	83,170	202	209	168	357	160	140
Orange	N. Y.	155.9	113	235,327	153	195,648	196	187	152	324	138	139
Newburgh	N. Y.	32.5	108	55,437	149	64,594	192	183	161	365	137	142
Newburgh-Beacon	N. Y.	46.5	109	76,305	152	85,597	198	204	159	368	140	146
ROCHESTER	N. Y.	616.7	119	956,846	150	634,669	202	199	156	317	156	160
Monroe	N. Y.	516.7	119	956,846	150	634,669	202	199	156	317	156	160
Rochester	N. Y.	337.6	109	621,613	150	629,018	195	190	155	306	157	139
SYRACUSE	N. Y.	370.7	124	628,333	162	449,778	203	198	160	311	135	149
Onondaga	N. Y.	370.7	124	628,333	162	449,778	203	198	160	311	135	149
Syracuse	N. Y.	228.1	114	406,988	156	363,632	201	195	160	304	142	146
UTICA-ROME	N. Y.	294.6	114	427,395	157	320,720	202	196	152	306	146	145
Herkimer	N. Y.	62.2	109	62,490	150	62,628	195	195	135	329	138	139
Herkimer-Albany	N. Y.	18.8	107	28,703	145	27,040	185	191	142	349	135	136

be Sure to **SELL SYRACUSE**



38,000 pack Syracuse's Archbold Stadium for annual Syracuse-Colgate classic.

SYRACUSE is the sports capital of Upstate New York, as well as being its commercial hub. Major collegiate football, National League basketball, International League baseball, nationally-televised boxing — all these dominate the interests of sports fans in a 15-county area.

It's another reason for the extraordinary readership, and compelling sales effectiveness, of The Syracuse Newspapers. These newspapers give 100 per cent saturation coverage of metropolitan Syracuse, and effective coverage of 14 surrounding counties. No other combination of media can deliver comparable coverage, at comparable cost, in this market of 1.3 million population and \$1.9 billion buying power.

*Sales Management's Audited Survey, June, 1955

Represented Nationally by **MOLONEY, REGAN & SCHMITT**



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

★ **THE POST-STANDARD**
Morning & Sunday

CIRCULATION: Combined Daily 223,103 Sunday Herald-American 221,954 Sunday Post-Standard 101,254

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <small>SM</small> EST.		INCOME <small>SM</small> EST.		RETAIL SALES <small>SM</small> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mkts. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
Oneida.....	N. Y.	232.4	116	344,835	158	257,882	203	196	156	306	148	147
Utica.....	N. Y.	104.0	100	182,272	150	130,001	195	188	153	280	146	144
Rome.....	N. Y.	45.9	129	99,316	178	90,265	225	223	204	336	182	163
WATERTOWN.....	N. Y.	86.6	108	118,306	148	101,613	193	185	151	313	137	156
Jefferson.....	N. Y.	86.6	108	118,306	148	101,613	193	185	151	313	137	156
Watertown.....	N. Y.	35.5	111	88,535	182	83,257	196	191	148	306	137	140
STATE OF NEW YORK.....		15,651.4	118	28,508,062	155	18,674,242	203	202	182	315	154	149
PENNSYLVANIA												
ALLENTOWN-BETHLEHEM.....												
EASTON.....	Pa.	449.8	115	783,882	162	486,920	204	199	181	300	145	137
Warren.....	N. J.	58.3	118	89,294	165	85,554	206	190	363	330	147	125
Lehigh.....	Pa.	203.5	115	351,380	158	225,913	194	195	146	283	137	127
Allentown.....	Pa.	110.8	115	202,317	157	167,284	193	276	151	283	140	127
Northampton.....	Pa.	108.0	113	313,178	167	215,483	214	215	137	301	154	145
Bethlehem.....	Pa.	60.4	118	124,722	168	81,720	211	204	138	300	157	146
Easton.....	Pa.	35.0	107	88,127	162	75,253	210	211	141	280	156	126
Easton-Wilson (Pa.) Phillipsburg (N. J.).....		63.2	109	108,982	162	97,098	209	208	141	292	164	125
ALTOONA.....	Pa.	138.0	104	185,710	147	132,681	185	181	128	272	140	124
Blair.....	Pa.	138.0	104	185,710	147	132,681	185	181	128	272	140	124
Altoona.....	Pa.	76.5	103	111,190	144	91,674	180	175	130	284	140	120
ERIE.....	Pa.	233.4	124	391,492	177	277,780	224	223	185	325	157	160
Erie.....	Pa.	233.4	124	391,492	177	277,780	224	223	185	325	157	160
Erie.....	Pa.	134.7	116	239,792	171	208,293	220	221	184	313	156	155

To Fill a \$41,562,000 "Market Basket"



Again in 1954... Metropolitan Altoona

TOPS the STATE and NATION

... in Per Family Food Buying!

Altoona's superiority as a food market is highlighted in Sales Management Magazine's 1955 Survey of Buying Power.

Among the state's fourteen metropolitan areas, Altoona ranks third in family food sales. Throughout the area, which includes all Blair County, food sales averaged \$1,026 per family in 1954. This was \$158 or 18 percent above the national family average and \$63 or 7 percent above the Pennsylvania average.

Total purchases in the area's food stores amounted to \$41,562,000, of which \$27,139,000 or 65.3 percent, were made within the city limits.

Metropolitan Altoona's 138,000 people had \$186,710,000 of effective buying income last year and spent \$132,681,000, or 71 percent of their income in retail purchases. This compares with 67.7 percent of income spent nationally.

Altoona Mirror

Altoona Pennsylvania's Only Evening Newspaper
95.1% Coverage of All Homes in the City Zone
RICHARD E. DEELER, Advertising Manager

HOW NOT TO GET



In Philadelphia, buddy, take a good long look at all three. If your ads are getting buried in the jumbo papers, what you may be buying (alas) is a high-type Philadelphia funeral. In our sparkling tabloid pages, however, we couldn't bury you if we tried. Your customers see you in the DAILY NEWS.

BURIED

...in

PHILADELPHIA

And what customers. Every day some 185,000 families buy our paper because they *want* our paper. They don't accept it passively just to help the neighbor's boy pile up points towards a new two-wheeler. In DAILY NEWS-land, you get supreme visibility *plus* reader loyalty. And your ads pay off like magic.

Small wonder alert space buyers are giving us such tremendous lineage gains. In the first 9 months of 1955, we gained* well over 1,000,000 lines.

*Total Daily Advertising—Media Records, Inc.

**PHILADELPHIA
DAILY NEWS**

Hitch your wagon to a rising star!

NEW YORK: William A. Maher
415 Lexington Ave., Murray Hill 2-9197

CHICAGO: J. J. Twomey
333 N. Michigan Ave., Andover 3-5270

DETROIT: Charles J. Sheppard
1061 Penobscot Bldg., Woodward 2-3080

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE SM EST.		INCOME SM EST.		RETAIL SALES SM ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
HARRISBURG	Pa.	309.4	121	511,946	172	344,261	215	214	171	290	153	149
Cumberland	Pa.	103.2	130	166,584	183	94,601	229	218	163	344	180	168
Dauphin	Pa.	206.2	117	346,362	167	249,570	211	205	172	275	150	143
Harrisburg	Pa.	92.1	113	174,676	163	180,659	207	197	175	272	149	139
JOHNSTOWN	Pa.	291.1	104	365,335	149	249,522	186	195	131	294	141	131
Cambria	Pa.	210.1	100	279,065	147	182,471	185	182	129	289	136	126
Johnstown	Pa.	63.9	104	98,570	146	105,686	183	187	130	268	140	126
Somerset	Pa.	81.0	103	87,270	154	87,051	190	201	139	332	148	180
LANCASTER	Pa.	242.0	115	438,471	162	265,371	203	200	144	295	145	146
Lancaster	Pa.	242.0	115	438,471	162	265,371	203	200	144	295	145	146
Lancaster	Pa.	64.7	110	127,939	153	110,062	189	196	148	297	145	135
NEW CASTLE	Pa.	107.7	113	176,223	161	107,238	202	202	137	304	147	138
Lawrence	Pa.	107.7	113	176,223	161	107,238	202	202	137	304	147	138
New Castle	Pa.	49.9	110	98,217	156	75,175	199	201	136	304	147	137
PHILADELPHIA	Pa.	3,954.5	122	7,134,233	172	4,370,113	213	208	158	329	157	150
Burlington	N. J.	160.1	147	247,231	195	121,558	236	223	148	246	163	164
Camden	N. J.	329.0	126	584,119	178	339,512	223	214	175	326	162	165
Camden	N. J.	129.2	113	297,420	168	189,292	217	214	149	304	161	155
Gloucester	N. J.	104.2	136	168,296	185	76,300	226	224	142	386	157	157
Bucks	Pa.	215.3	163	369,134	271	200,313	348	286	711	446	201	210
Chester	Pa.	166.5	120	279,996	167	157,114	206	204	145	328	149	143
Delaware	Pa.	460.0	136	936,277	186	397,702	229	218	171	362	163	161
Chester	Pa.	71.1	121	131,155	174	100,661	221	227	105	319	161	146
Upper Darby Township	Pa.	99.7	125	242,673	181	102,853	231	230	168	419	169	247

AMERICA'S 10TH TV MARKET

WGAL-TV LANCASTER, PENNA. NBC and CBS

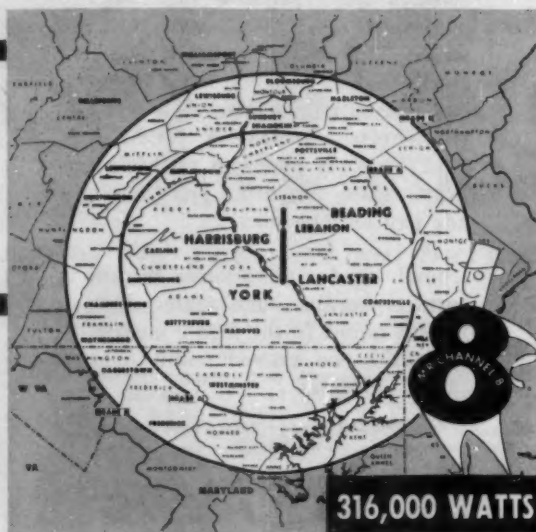
The WGAL-TV multi-city market is made up of 3½ million people who own 912,950 TV sets and have \$5½ billion to spend each year. For maximum sales in a multi-city market, advertise on WGAL-TV.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
San Francisco
Los Angeles
Chicago





In Greater Philadelphia,



The Bulletin delivers more copies



to more people every 7 days



than any other newspaper

You send your sales message into the homes of a multi-billion-dollar market when you advertise in Greater Philadelphia's favorite newspaper—The Evening* and Sunday Bulletin.

Readers are showing increasing interest in The Sunday Bulletin and its lively all-new look. Published on new presses, in new type, in the world's most modern newspaper plant, the bright, easy-to-read Sunday Bulletin now features 10 separate sections and R.O.P. editorial and advertising color, too.

The Bulletin packs selling power throughout a market noted for its buying power. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it.

The Bulletin is Philadelphia. *Largest evening newspaper in America

**In Philadelphia
nearly everybody reads The Bulletin**

Advertising Offices: Philadelphia, 30th and Market Streets
New York, 285 Madison Ave. • Chicago, 520 N. Michigan Ave.
Representatives: Sawyer Ferguson Walker Company in Detroit
Atlanta • Los Angeles • San Francisco

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <small>SM</small> EST.		INCOME <small>SM</small> EST.		RETAIL SALES <small>SM</small> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Merce. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
Montgomery	Pa.	379.8	126	793,708	177	409,471	221	220	220	323	160	158
Lower Merion Township	Pa.	54.0	125	143,481	165	83,910	199	208	184	268	161	167
Norristown	Pa.	40.1	111	84,618	170	82,048	222	210	159	313	168	145
Philadelphia	Pa.	2,139.6	113	3,753,915	161	2,668,143	202	197	149	321	150	143
Philadelphia	Pa.	2,139.6	113	3,753,915	161	2,668,143	202	197	149	321	150	143
PITTSBURGH												
Pittsburgh	Pa.	2,262.3	112	3,823,412	162	2,618,905	206	204	154	296	182	141
Allegheny	Pa.	1,549.5	112	2,742,952	162	1,837,161	205	203	156	290	154	136
Pittsburgh	Pa.	875.3	108	1,232,108	156	1,113,593	199	197	161	266	152	136
McKeesport	Pa.	81.1	101	86,304	161	102,611	214	205	147	335	166	131
Homestead-West Homestead-												
Muhall	Pa.	30.7	98	51,850	149	42,657	193	191	140	278	146	135
Beaver	Pa.	161.7	116	310,225	169	176,440	216	206	145	332	181	167
Aliquippa-Rochester-Beaver	Pa.	40.7	108	76,011	165	58,213	215	206	182	349	151	164
Beaver Falls-New Brighton	Pa.	26.8	106	47,006	160	48,843	207	206	185	337	152	154
Washington	Pa.	211.4	108	310,498	155	196,391	198	195	142	292	147	145
Washington	Pa.	25.9	104	41,786	161	51,003	191	189	152	284	147	142
Westmoreland	Pa.	319.7	110	489,737	165	306,913	214	213	145	311	151	146
Greensburg	Pa.	16.6	118	34,660	168	50,851	211	203	146	334	150	127
Greensburg-South Greensburg-												
Southwest Greensburg	Pa.	25.8	121	46,999	168	52,745	209	198	146	329	150	131
New Kensington-Arnold	Pa.	36.0	108	57,600	164	60,508	214	221	211	790	152	161
New Kensington	Pa.	25.9	112	41,093	166	52,546	213	221	210	837	151	156
READING												
Reading	Pa.	258.6	110	454,935	161	294,816	206	183	158	299	152	142
Barks	Pa.	258.6	110	454,935	161	294,816	206	183	158	299	152	142
Reading	Pa.	110.0	106	204,067	158	178,609	199	189	161	291	153	135
SCRANTON												
Scranton	Pa.	291.9	95	351,576	136	229,044	172	164	136	268	130	122
Lackawanna	Pa.	261.9	95	351,576	136	229,044	172	164	136	268	130	122
Scranton	Pa.	125.1	99	190,499	136	151,083	169	160	135	299	129	113
WILKES-BARRE-HAZLETON												
Luzerne	Pa.	377.7	96	520,611	144	356,003	188	179	137	265	138	127
Luzerne	Pa.	377.7	96	520,611	144	356,003	188	179	137	265	138	127
Wilkes-Barre	Pa.	74.2	96	114,981	141	124,835	182	166	143	256	137	119
WILLIAMSPORT												
Williamsport	Pa.	103.9	113	151,335	161	106,273	203	207	152	305	148	135
Lycamimg	Pa.	103.9	113	151,335	161	106,273	203	207	152	305	148	135
Williamsport	Pa.	46.0	109	76,037	158	73,797	200	203	151	298	147	132
YORK												
York	Pa.	212.3	119	341,067	172	225,235	218	223	182	320	156	157
York	Pa.	212.3	119	341,067	172	225,235	218	223	182	320	156	157
York	Pa.	62.0	113	111,188	161	102,557	202	207	161	294	156	145
STATE OF PENNSYLVANIA		10,815.3	113	17,460,631	162	11,413,506	206	201	151	309	150	143
RHODE ISLAND												
PROVIDENCE-PAWTUCKET												
Bristol	R. I.	702.3	113	1,109,844	149	751,280	186	181	134	270	142	135
Bristol	R. I.	30.6	119	48,220	170	22,761	223	227	149	383	174	169
Kent	R. I.	88.5	139	141,521	189	76,319	243	232	194	422	170	169
Providence	R. I.	983.2	110	920,103	144	552,200	189	174	132	256	138	130
Providence	R. I.	247.4	104	402,476	139	371,607	175	173	129	238	137	120
Pawtucket	R. I.	81.9	111	132,607	144	103,462	178	178	134	416	139	131
Pawtucket-Central Falls	R. I.	105.4	109	165,672	143	117,213	178	176	134	277	139	130
Woonsocket	R. I.	80.0	100	77,048	145	59,475	182	175	144	239	139	129
STATE OF RHODE ISLAND		824.5	110	489,528	149	396,799	189	189	132	281	142	134
VERMONT												
BURLINGTON												
Chittenden	Vt.	67.3	125	91,589	164	76,954	204	206	146	284	132	148
Burlington	Vt.	67.3	125	91,589	164	76,954	204	206	146	284	132	148
Burlington	Vt.	35.6	125	56,467	163	60,219	203	203	190	289	132	151
STATE OF VERMONT		360.9	110	489,528	149	396,799	189	189	132	281	142	134

Busiest, Best Salesman in RHODE ISLAND

Calling on more than 100% of the families in A.B.C. Providence, and more than 80% in the city-state area, The Providence Journal-Bulletin is the busiest, best salesman in New England's second largest market—a compact, stable market of 824,500 with effective buying income of \$1,301,625,000.

This city-state market—second in the country as a test market—is dominated by The Providence Journal-Bulletin, recognized among the most productive newspapers in the country. Daily circulation: over 200,000; Providence Sunday Journal, more than 180,000.

*Source: Sales Management, June 15, 1955
Survey of Buying Power, 1955*



Providence Journal and Evening Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco and Atlanta



Mid-West

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
TOTAL U. S. A.		182,866.4	123	251,132,966	170	170,634,796	210	215	189	331	186	157
ILLINOIS												
BLOOMINGTON	Ill.	79.1	110	130,494	165	102,599	214	195	180	313	157	158
McLean	Ill.	78.1	110	130,494	165	102,599	214	195	180	313	157	158
Bloomington	Ill.	36.6	116	69,276	167	73,063	211	203	184	315	156	157
Bloomington-Normal	Ill.	48.3	123	89,352	170	78,581	210	199	184	317	156	155
CHAMPAIGN-URBANA												
Champaign-Urbana	Ill.	120.1	146	212,297	188	124,910	219	211	151	302	154	159
Champaign	Ill.	120.1	146	212,297	188	124,910	219	211	151	302	154	159
Champaign	Ill.	44.3	152	82,434	184	75,464	210	199	180	296	151	151
Champaign-Urbana	Ill.	66.7	151	131,363	188	86,010	213	206	180	303	151	155
CHICAGO												
Cook	Ill.	8,850.6	121	12,234,933	168	7,962,964	209	214	144	314	155	148
Cook	Ill.	4,727.9	117	9,993,506	163	6,288,587	203	209	142	306	151	144
Chicago	Ill.	3,714.3	112	7,799,474	155	5,129,914	192	201	135	289	144	137
Evanston	Ill.	76.2	117	246,344	160	132,309	197	181	180	308	151	145
Oak Park	Ill.	63.5	104	199,341	160	130,497	210	189	166	338	157	151
Cicero	Ill.	66.7	110	138,538	170	80,588	224	231	207	363	156	145
Berwyn	Ill.	53.0	113	110,358	175	63,966	237	241	182	426	165	153
Du Page	Ill.	186.2	155	413,412	229	182,679	283	291	199	458	203	200
Kane	Ill.	182.8	124	309,195	179	223,063	225	218	164	326	159	162
Aurora	Ill.	82.8	114	106,916	171	84,016	221	205	180	289	156	157

When Your Target is SALES YOU CAN'T MISS WITH THE GARY POST-TRIBUNE

Gary's only daily and Sunday Newspaper

These figures reveal that the Gary market has moved faster in the past 10 years than the national average in sales opportunities for every type of merchandise.

TEN YEAR AVERAGE

Population Growth	For Gary	35%	For Nation	23%
Effective Buying Income	87%		70%	
Retail Sales	133%		118%	
Food Sales	138%		115%	
General Merchandise Sales	74%		59%	
Furniture, Household, Radio	254%		231%	
Auto Registrations	66%		56%	
Drug Sales	79%		57%	

(See SALES MANAGEMENT November 10th, 1955)

Seven days of every week THE POST TRIBUNE is home delivered and read by more than 85 out of 100 families in this market.

No other medium of any type even approaches our audience in size in this area.

Only THE GARY POST-TRIBUNE can reach the maximum buying power, 7 days a week, in the Gary Trading Area. Why settle for less?

NATIONAL ADVERTISING REPRESENTATIVES: BURKE, KUIPERS & MAHONEY

Here's a 10-Year Record Worth Looking at

Chicago's a growing market . . . the facts in this magazine show it. How about Chicago's newspapers?

Here Are The Facts

There's been talk recently about the total daily circulation of some Chicago newspapers. So, a fresh look at the current post war trends of Chicago dailies seems in order.

Daily News

UP

101,627

BASE
YEAR

1946

(Source: ABC Publishers' Statements for 6 month periods ending March 31, 1946 and 1955.) A.B.C. stands for the Audit Bureau of Circulation which is the official and independent organization dealing with circulation figures of newspapers and other media. The figures reported here are derived from sworn statements of circulation made to the A.B.C. by each paper.

Daily American
DOWN 27,273

Daily
Sun Times

DOWN

115,963

Daily
Tribune

DOWN

118,594

BASE
YEAR

1946

* Sun-Times is for 1948, the first comparable statement after merger.

TRIPLE STREAK Saturday Daily News . . . Up . . . 63,571

The Triple Streak Saturday Daily News—born March 3, 1951—shows a circulation Up of 63,571 in its 4-year post-birth era. (Source ABC Publishers Statements for periods ending March 31, 1952 and 1955.)

CHICAGO DAILY NEWS

Chicago's Growing Newspaper . . Planning an \$11,000,000 Expansion Program

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
Elgin.....	Ill.	46.0	119	83,341	174	72,068	223	216	167	311	160	150
Lake.....	Ill.	211.1	151	434,707	192	210,208	227	216	160	334	149	150
Waukegan.....	Ill.	46.7	136	97,290	168	80,482	233	220	173	306	199	152
Will.....	Ill.	147.9	127	250,754	194	167,043	254	251	169	361	160	176
Joliet.....	Ill.	88.1	132	114,263	195	119,521	251	232	169	355	179	175
Lake.....	Ind.	414.6	134	823,390	191	491,354	241	242	169	371	168	175
Gary.....	Ind.	188.1	135	319,611	187	192,782	233	236	174	354	168	179
Hammond-East Chicago	Ind.	156.2	125	327,282	188	218,181	244	238	173	396	169	169
Hammond.....	Ind.	100.4	136	212,450	193	148,433	243	235	135	410	171	176
East Chicago.....	Ind.	55.8	109	114,832	181	69,748	247	241	187	371	164	158
DANVILLE.....	Ill.	90.0	110	142,434	162	101,955	207	192	182	329	145	154
Vermilion.....	Ill.	90.9	110	142,434	162	101,955	207	192	182	329	145	154
Danville.....	Ill.	38.8	110	66,182	160	70,681	203	183	183	325	145	152
DECATUR.....	Ill.	108.8	126	184,196	176	140,338	220	217	156	349	159	153
Macon.....	Ill.	108.8	126	184,196	176	140,338	220	217	156	349	159	153
Decatur.....	Ill.	69.8	118	126,298	171	122,771	217	216	159	350	159	154
DAVENPORT-ROCK ISLAND-												
MOLINE (See also Iowa).....	Ill.	280.2	123	448,747	169	303,938	207	201	184	287	148	156
Rock Island.....	Ill.	143.2	124	280,470	171	181,108	212	212	186	300	151	157
Rock Island.....	Ill.	51.4	120	97,567	169	64,178	211	206	165	291	148	150
Moline.....	Ill.	41.6	123	86,511	164	82,678	199	206	148	285	148	156
Moline-East Moline-Rock Island	Ill.	107.7	121	206,958	167	142,680	207	206	154	296	148	154
Scott.....	La.	107.0	123	183,277	166	142,830	202	187	181	276	144	154
Davenport.....	La.	78.8	119	144,486	163	126,238	200	185	166	277	144	153
PEORIA.....	Ill.	272.8	126	486,775	167	292,677	215	208	148	277	143	148
Peoria.....	Ill.	186.4	121	348,448	160	226,310	193	205	147	272	142	142
Peoria.....	Ill.	114.8	112	233,191	154	195,007	189	202	147	274	142	142
Tazewell.....	Ill.	88.2	137	147,326	188	66,367	233	218	155	313	147	123

Mr. Time Buyer:

Do you ask "How many sets does a station cover?"
do you ask "How much do they cost per thousand?" or
The right question for smart time buyers to ask is—
"Which of these stations cost the least per thousand."

WTVP—Decatur, Illinois, HAS THE LOWEST COST PER THOUSAND
of any TV station in Central Illinois.

To prove this, look at these figures taken from Television Magazine for October, 1955,
and SRDS to arrive at cost per thousand for 1/2 hour:

Station	WTVP, Decatur, Illinois, reaching 152,940 TV sets, costs \$1.177 per 1,000.
" "B" Central Illinois, reaching 335,080 TV sets, costs 1.253 per 1,000.	
" "C" " " " " 163,330 " " " " 1.286 " " "	
" "D" " " " " 163,330 " " " " 1.469 " " "	
" "E" " " " " 45,680 " " " " 1.576 " " "	
" "F" " " " " 65,260 " " " " 2.298 " " "	

WTVP

DECATUR, ILLINOIS

National Representatives: THE BOLLING COMPANY

213,000 Watts
600 Ft. Antenna
ABC-NBC Programs

THE QUAD-CITIES



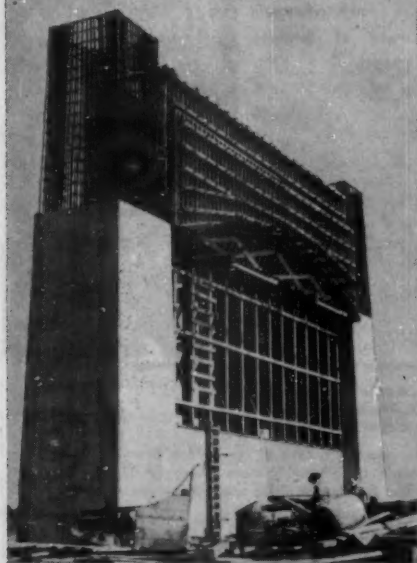
one of the
**FIRST
100
MARKETS**

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of the Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities' Favorite". Complete current data on the Quad-City Market will be sent on request.

- The plus factors in SM's Index of Change over the last 10 years have strengthened Quad-Cities position among THE FIRST 100 MARKETS
- Significant is the fact that practically all of these gains are greater on THE ILLINOIS SIDE OF QUAD-CITIES
- The Quad-Cities Metropolitan Area is now 1/4 MILLION people . . . with 57% on the Illinois side consisting of ROCK ISLAND • MOLINE • EAST MOLINE
- So you cover the better and the larger portion when you use these media:

**THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
STATION WHBF, ROCK ISLAND**

"Piering" Ahead in Metropolitan Peoria



One of 13 giant piers for the new \$14 million bridge across the Illinois River at Peoria. It takes 9 bridges* to handle the traffic in fast-growing Metropolitan Peoria.

*4 are railroad bridges.

1945-1954 Percentage Gains

Projected to 1965 for Metro. Peoria

	1954	1965
Population.....	272,600*	382,348
Net Effective		
Buying Income	\$ 496,775,000*	\$1,139,998,000
Retail Sales	\$ 292,677,000*	\$ 690,132,400
Payroll (weekly)	\$ 7,427,485	\$ 16,563,291
Savings Deposits	\$ 116,703,923	\$ 500,111,769

* Sales Management Survey of Buying Power, May 10, 1955.

"BEST FOR TESTS" . . . 1935, 1945, 1955

Year after year, Peoria is one of the BEST Test Markets in the country, the surveys say.



Peoria Journal Star

Daily Circulation Exceeds 100,000

Covers All Peoriarea

Represented Nationally by WARD-GRIFFITH CO., Inc.

One DOES IT...IN PEORIA

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mdse. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
QUINCY.....	Ill.	67.8	111	96,767	160	72,632	202	197	137	285	145	145
Adams.....	Ill.	67.8	111	96,767	160	72,632	202	197	137	285	145	145
Quincy.....	Ill.	45.1	117	67,082	161	62,885	199	195	136	290	145	145
ROCKFORD.....	Ill.	168.3	131	306,634	186	223,549	234	238	173	362	166	166
Winnebago.....	Ill.	168.3	131	306,634	186	223,549	234	238	173	362	166	166
Rockford.....	Ill.	168.7	131	222,020	186	192,841	235	242	172	355	166	166
SPRINGFIELD.....	Ill.	136.6	116	235,349	167	178,677	208	201	182	252	149	149
Sangamon.....	Ill.	136.6	116	235,349	167	178,677	208	201	182	252	149	149
Springfield.....	Ill.	84.2	114	155,369	163	154,111	208	197	153	249	149	148
STATE OF ILLINOIS.....		9,173.6	117	17,064,568	166	11,060,279	208	210	144	310	151	147
INDIANA												
Anderson.....	Ind.	113.3	125	193,671	172	116,541	213	218	146	296	150	158
Madison.....	Ind.	113.3	125	193,671	172	116,541	213	218	146	296	150	158
Anderson.....	Ind.	55.1	132	104,862	175	77,851	212	215	163	297	152	162
ELKHART.....	Ind.	82.6	125	165,193	175	113,398	225	225	156	325	154	165
Elkhart.....	Ind.	82.6	125	165,193	175	113,398	225	225	156	325	154	165
Elkhart.....	Ind.	38.3	116	79,458	171	60,072	219	219	156	334	154	164
EVANSVILLE.....	Ind.	178.9	131	306,767	181	199,246	224	223	176	318	160	149
Vanderburgh.....	Ind.	178.9	131	306,767	181	199,246	224	223	176	318	160	149
Evansville.....	Ind.	136.7	130	245,330	179	165,076	222	224	177	318	160	153
FORT WAYNE.....	Ind.	203.7	129	396,048	163	265,778	232	231	177	364	168	165
Allen.....	Ind.	203.7	129	396,048	163	265,778	232	231	177	364	168	165
Fort Wayne.....	Ind.	141.0	119	292,884	177	235,634	226	229	176	372	168	165

* Henderson County, Kentucky will probably be officially included as a part of the Evansville Metropolitan Area by the end of the year. SM estimates for the area as redefined, and the indices of change are as follows:

Population		Income		Retail Sales		Food Index	G. M. Index	F. H. R. Index	Auto Index	Drug Index
Total	Index	Total	Index	Total	Index					
212.0	130	344,786	160	226,397	225	224	177	318	160	163

FORT WAYNE—GROWING & BUILDING

Fort Wayne has just been selected by the Federal Reserve Bank of Chicago for study as one of the five cities in the midwest with a record of outstanding growth.

And Fort Wayne continues to GROW and BUILD!

Here are a few of the things that are happening **RIGHT NOW:**

- \$8 million R.R. Elevation
- \$4 million College
- \$4 million Shopping Center
- \$1 million churches (two)
- \$1 million Piston Plant Addition
- \$1 million Super Market
- \$1 million Tool Co.
- \$1 million Warehouse
- \$4 Million Schools
- \$850,000 Hotel

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco



Here is Fort Wayne's **PLUS** rate of Growth since 1945:

Pop.	+120
E.B.I.	+183
Retail	+232
Food	+231
Gen. Mdse.	+177
F.H.R.	+364
Auto	+168
Drug	+165

Send for the
New 1955
Golden
Zone
Market
Book
↓

Fort Wayne Newspapers, Inc.
227 E. Washington Blvd.
Fort Wayne, Indiana

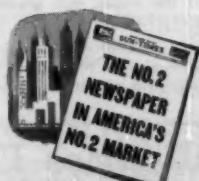
Please send me a copy of the Golden Zone Market Book. I am interested in knowing more about your 13-County market area and the merchandising cooperation you extend.

Name
Company
Street
City State



**In Chicago, it takes 2—
to get rolling**

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



**CHICAGO
SUN-TIMES**

211 W. Wacker Drive, Chicago • 250 Park Avenue, N. Y.

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO., LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA • HAL WINTER CO., MIAMI BEACH

NOVEMBER 10, 1955

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mkts. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
INDIANAPOLIS.....	Ind.	613.6	129	1,237,190	179	829,504	223	226	172	330	182	135
Marion.....	Ind.	613.6	129	1,237,190	179	829,504	223	226	172	330	182	135
Indianapolis.....	Ind.	445.8	116	920,056	172	774,980	221	225	173	333	182	132
LAFAYETTE.....	Ind.	94.8	145	149,081	188	90,817	225	230	157	340	186	162
Tippecanoe.....	Ind.	94.8	145	149,081	188	90,817	225	230	157	340	186	162
Lafayette.....	Ind.	37.7	125	63,789	175	71,850	219	221	156	333	167	158
Lafayette-West Lafayette.....	Ind.	56.9	132	86,183	180	83,140	222	228	158	341	167	158
MUNCIE.....	Ind.	99.9	129	186,114	177	102,193	218	215	160	322	158	163
Delaware.....	Ind.	99.9	129	186,114	177	102,193	218	215	160	322	158	163
Muncie.....	Ind.	62.9	124	114,090	172	87,245	214	216	160	318	158	158
RICHMOND.....	Ind.	74.7	126	122,574	177	89,156	222	221	161	312	146	169
Wayne.....	Ind.	74.7	126	122,574	177	89,156	222	221	161	312	146	169
Richmond.....	Ind.	42.1	120	75,630	174	73,608	222	221	152	308	155	159
SOUTH BEND.....	Ind.	232.0	135	477,674	187	288,214	232	225	181	352	161	182
St. Joseph.....	Ind.	232.0	135	477,674	187	288,214	232	225	181	352	161	182
South Bend.....	Ind.	129.7	127	282,980	181	221,793	226	219	181	342	160	182
South Bend-Mishawaka.....	Ind.	165.8	127	383,215	181	298,733	229	221	180	348	160	181
TERRE HAUTE.....	Ind.	109.7	114	181,417	180	127,968	198	190	181	280	142	138
Vigo.....	Ind.	109.7	114	181,417	180	127,968	198	190	181	280	142	138
Terre Haute.....	Ind.	88.2	100	117,280	156	118,493	197	185	181	232	142	137
STATE OF INDIANA.....		4,279.6	134	7,056,390	178	4,634,271	224	224	185	337	157	188



WATERLOO, IOWA

RATED NEWEST LUXURY MARKET By Sales Management

The top city in Iowa and the 39th metropolitan center in the nation in consumer spendable income per household. In Black Hawk county 53.7% of the family units have spendable incomes (after taxes) of more than \$4,000.00 a year.

Statistics show that \$5,929.00 is the spendable income per household for metropolitan Waterloo itself.

In addition Waterloo ranks 10th among the 15 industrial centers of the nation with greatest gain in bank debits for first half of 1954.

Contact our national representatives or write direct for complete information on the market that has one of the highest industrial growth potentials in the United States.

Waterloo Daily Courier
FIRST WITH THE NEWS

WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives



they Buy More because they Have More!

● While it used to be the aim to have a chicken in every pot, a turkey *on every plate* is more nearly the picture in Indianapolis! Actually it is no exaggeration to say that more people eat better in this great market, as is indicated by the fact that sales of Food Supermarkets here are 57.3% above the national average!*

Yes, people *do* have more in Indianapolis, and that means a rich and ready market for *your* products, too. In addition . . . Indianapolis offers you these other vital market advantages:

► It's BIG . . . over 600,000 population

► It's STEADY . . . unsurpassed for diversification and balance of industry and agriculture

► It's EASILY REACHED . . . you get saturation coverage of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Indianapolis Star and The Indianapolis News. Write for complete market data today.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*Consumer Markets, 1954. Standard Rate & Data Service

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



NOVEMBER 10, 1955

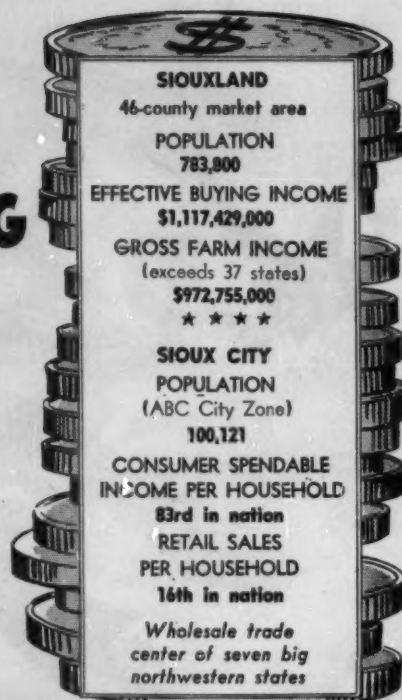
133



Get acquainted with the
**HARDEST-SELLING
 SALESMAN**
 in the Billion-Dollar
 Siouxland Market...

Sioux City Newspapers get dependable sales results at lower cost for the simple reason that they make more calls, more often, on more prospects than any other advertising media in this rich quad-state territory! Why not put them to work for you?

Write for a detailed market analysis or contact our national representatives.



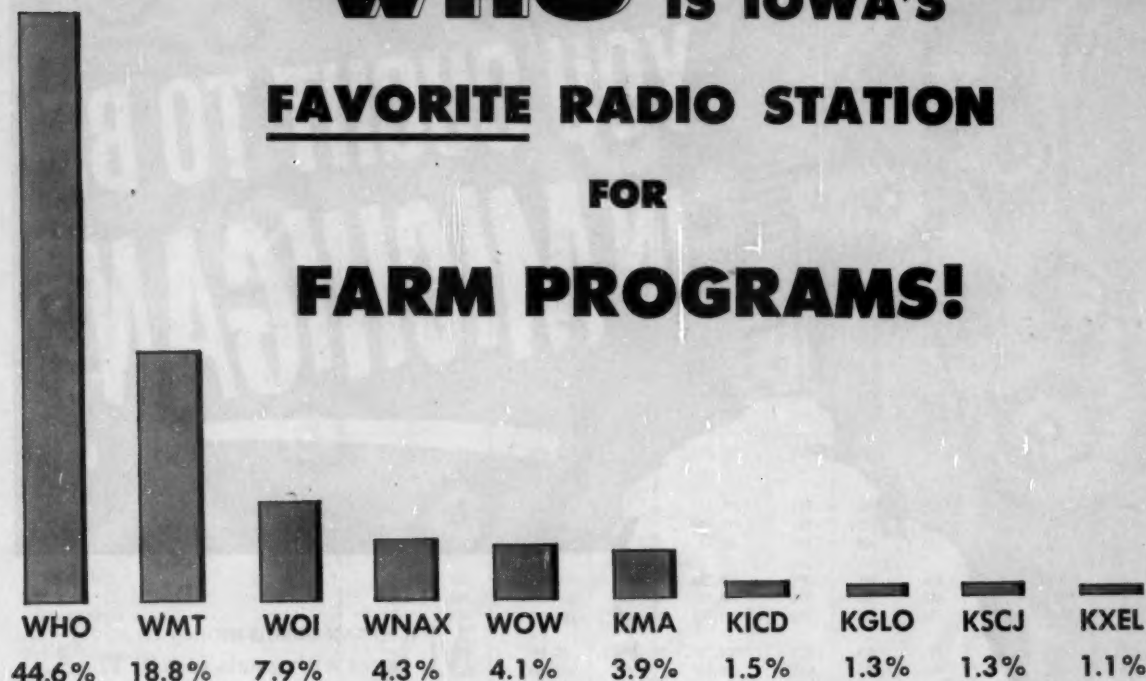
The Sioux City Journal **JOURNAL-TRIBUNE**
 NATIONAL REP. JANN & KELLEY, INC.

SOURCE: Standard Rate & Data, 1955
 Sales Management Survey of
 Buying Power, 1955

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
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IOWA													
CEDAR RAPIDS.....	Ia.....	110.5	122	192,525	175	165,963	234	226	166	343	172	157	
Linn.....	Ia.....	110.5	122	192,525	175	165,963	234	226	166	343	172	157	
Cedar Rapids.....	Ia.....	77.2	122	145,529	175	140,606	233	224	166	343	171	156	
DAVENPORT-ROCK ISLAND-													
MOLINE (See also Illinois).....	Ia.....	280.2	123	445,747	169	303,938	207	201	154	297	148	156	
Scott.....	Ia.....	107.0	123	185,277	168	142,830	202	187	151	276	144	154	
Davenport.....	Ia.....	75.8	119	144,486	163	126,238	200	185	146	277	144	153	
Rock Island.....	Ill.....	143.2	124	280,470	171	181,106	212	212	156	300	151	157	
Rock Island.....	Ill.....	51.4	120	97,667	169	84,178	211	206	145	291	148	150	
Moline.....	Ill.....	41.6	123	86,511	164	62,678	199	208	148	295	148	156	
Moline-East Moline-Rock Island.....	Ill.....	107.7	121	206,938	167	142,689	207	208	154	296	148	154	
DES MOINES.....													
Des Moines.....	Ia.....	236.8	119	437,948	162	337,275	210	205	156	276	151	148	
Polk.....	Ia.....	236.8	119	437,948	162	337,275	210	205	156	276	151	148	
Des Moines.....	Ia.....	185.3	117	358,761	160	315,233	209	207	156	275	151	148	
DUBUQUE.....													
Dubuque.....	Ia.....	75.0	118	116,280	160	92,220	207	207	152	274	151	145	
Dubuque.....	Ia.....	75.0	118	116,280	160	92,220	207	207	152	274	151	145	
Dubuque.....	Ia.....	51.7	118	57,490	166	76,150	207	206	153	263	151	144	
SIOUX CITY.....													
Woodbury.....	Ia.....	113.3	116	190,210	156	145,990	190	184	144	285	141	138	
Sioux City.....	Ia.....	113.3	116	190,210	156	145,990	190	184	144	285	141	138	
Sioux City.....	Ia.....	90.0	115	155,940	149	132,094	188	183	148	283	141	138	
WATERLOO.....													
Black Hawk.....	Ia.....	109.3	129	190,895	165	133,316	206	197	180	323	144	141	
Waterloo.....	Ia.....	109.3	129	190,895	165	133,316	206	197	180	323	144	141	
Waterloo.....	Ia.....	71.6	131	132,709	165	105,142	205	195	180	321	145	141	
STATE OF IOWA.....		2,643.8	109	3,923,243	158	3,045,802	199	193	144	300	143	137	

WHO IS IOWA'S FAVORITE RADIO STATION FOR FARM PROGRAMS!



THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning—in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.



FREE & PETERS, INC.
National Representatives

**BUY ALL of IOWA—
Plus "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



YOU OUGHT TO BE IN MICHIGAN!

MICHIGAN means money to advertisers with goods to sell! The 8 Booth Michigan Newspaper markets offer you an annual food market of \$956,412,000, an annual drug market of \$123,948,000 and an annual automotive and filling station market totalling \$1,021,672,000.

Booth Michigan Newspapers are a basic advertising medium in a state which is the 7th largest market in the country! 70% home-delivered coverage assures maximum promotion impact in the 8 Booth markets!

**Call a Booth
man today!**

NEW YORK
A. H. Kuch
110 E. 42nd Street
New York 17, N. Y.
Oxford 7-1280

CHICAGO
Sheldon B. Newman
435 N. Michigan Ave.
Chicago 11, Illinois
Superior 7-4680

SAN FRANCISCO
Brice McQuillin
785 Market Street
San Francisco 3, Calif.
Sutter 1-3401

DETROIT
Wm. Shurtliff
601 Ford Bldg.
Detroit 26, Michigan
Woodward 1-0972

8 BOOTH *Michigan* Newspapers

"YOUR MICHIGAN MARKET OUTSIDE DETROIT"

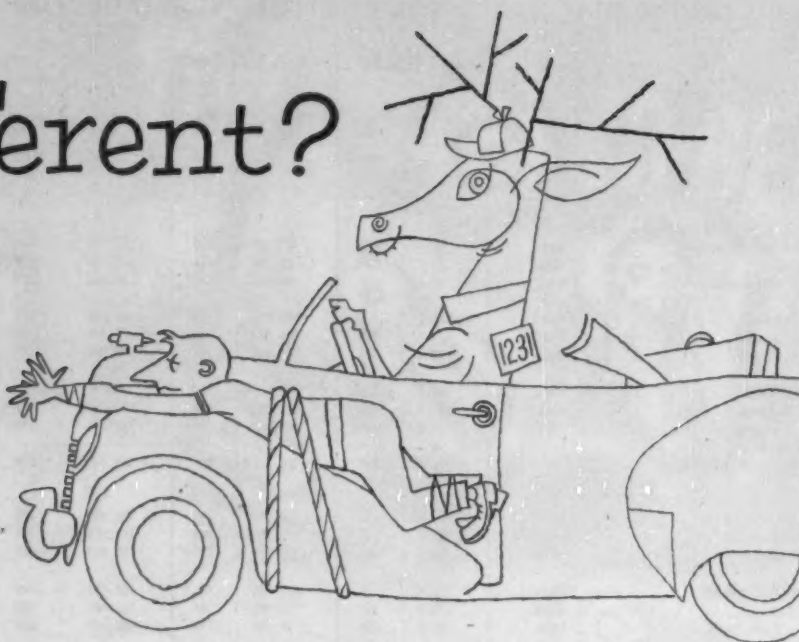
Grand Rapids Press • Flint Journal • Kalamazoo Gazette • Saginaw News • Jackson Citizen Patriot • Muskegon Chronicle • Bay City Times • Ann Arbor News

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Merce. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945	
KANSAS													
HUTCHINSON.....	Kan.....	56.7	113	87,349	139	75,398	299	291	158	315	145	162	
Reno.....	Kan.....	56.7	113	87,349	139	75,398	299	291	158	315	145	162	
Hutchinson.....	Kan.....	35.8	120	60,541	141	84,754	296	293	157	309	146	164	
TOPEKA													
Shawnee.....	Kan.....	121.8	132	205,738	199	141,459	235	218	172	333	163	149	
Shawnee.....	Kan.....	121.8	132	205,738	199	141,459	235	218	172	333	163	149	
Topeka.....	Kan.....	92.4	134	166,590	162	135,691	241	222	171	331	166	162	
WICHITA													
Sedgwick.....	Kan.....	292.0	172	507,600	204	374,608	299	282	216	436	193	200	
Sedgwick.....	Kan.....	292.0	172	507,600	204	374,608	299	282	216	436	193	200	
Wichita.....	Kan.....	222.0	169	407,116	200	334,831	295	278	216	437	194	197	
STATE OF KANSAS.....		2,075.9	119	3,075,789	196	2,149,427	222	212	164	351	153	155	
MICHIGAN													
ANN ARBOR.....	Mich.....	151.6	152	252,749	193	161,219	225	229	180	354	133	161	
Washtenaw.....	Mich.....	151.6	152	252,749	193	161,219	225	229	180	354	133	161	
Ann Arbor.....	Mich.....	50.1	138	106,641	177	81,907	207	206	151	320	129	155	
BATTLE CREEK													
Calhoun.....	Mich.....	135.3	134	217,749	191	157,401	240	241	172	334	166	170	
Calhoun.....	Mich.....	135.3	134	217,749	191	157,401	240	241	172	334	166	170	
Battle Creek.....	Mich.....	52.2	120	94,259	179	101,657	229	231	171	322	165	166	
BAY CITY													
Bay.....	Mich.....	96.7	126	144,388	180	103,259	225	227	169	332	154	165	
Bay.....	Mich.....	96.7	126	144,388	180	103,259	225	227	169	332	154	165	
Bay City.....	Mich.....	56.3	119	92,715	172	82,836	217	218	166	315	158	162	
DETROIT													
Macomb.....	Mich.....	3,399.6	195	5,624,661	195	4,307,783	245	249	176	352	174	180	
Macomb.....	Mich.....	239.3	178	398,783	264	225,394	340	349	212	553	224	199	
Mount Clemens.....	Mich.....	20.1	137	34,719	228	52,574	306	319	214*	435	223	205	
Oakland.....	Mich.....	496.3	164	826,496	239	537,178	304	306	236	466	209	213*	
Pontiac.....	Mich.....	80.8	122	147,332	204	158,995	278	277	214	400	206	206	
Royal Oak.....	Mich.....	64.7	194	129,319	252	82,089	390	292	230	491	216	226	
Ferndale.....	Mich.....	32.7	134	62,954	241	62,618	337	340	302	358	218	204	
Wayne.....	Mich.....	2,664.0	126	5,290,382	185	3,545,221	234	235	173	338	166	176	
Detroit.....	Mich.....	1,919.6	118	3,064,252	176	2,002,021	225	228	168	330	165	170	
Dearborn.....	Mich.....	115.3	156	249,069	221	182,662	275	279	213	418	184	195	
Highland Park.....	Mich.....	47.0	162	111,705	160	107,769	212	206	174	358	165	203	
Hamtramck.....	Mich.....	43.4	98	60,309	167	75,567	227	226	196	356	165	172	
Wyandotte.....	Mich.....	38.7	122	74,420	192	89,503	254	237	143	362	177	169	
FLINT													
Genesee.....	Mich.....	306.5	131	567,403	206	410,683	272	262	201	366	203	199	
Genesee.....	Mich.....	306.5	131	567,403	206	410,683	272	262	201	366	203	199	
Flint.....	Mich.....	177.4	120	356,734	197	326,136	265	270	202	362	203	199	
GRAND RAPIDS													
Kent.....	Mich.....	319.2	127	544,406	180	396,089	224	227	172	315	163	175	
Kent.....	Mich.....	319.2	127	544,406	180	396,089	224	227	172	315	163	175	
Grand Rapids.....	Mich.....	187.4	117	336,447	173	322,184	221	222	173	312	163	174	
JACKSON													
Jackson.....	Mich.....	118.6	126	164,073	179	130,024	223	230	159	301	161	177	
Jackson.....	Mich.....	118.6	126	164,073	179	130,024	223	230	159	301	161	177	
Jackson.....	Mich.....	53.6	113	96,651	168	105,817	215	220	154	294	159	177	
KALAMAZOO													
Kalamazoo.....	Mich.....	142.3	134	239,294	181	164,209	220	228	149	310	162	167	
Kalamazoo.....	Mich.....	142.3	134	239,294	181	164,209	220	228	149	310	162	167	
Kalamazoo.....	Mich.....	89.5	113	107,952	168	133,492	215	216	147	308	162	160	
LANSING													
Ingham.....	Mich.....	186.7	139	371,572	195	261,175	243	250	179	316	172	169	
Ingham.....	Mich.....	186.7	139	371,572	195	261,175	243	250	179	316	172	169	
Lansing.....	Mich.....	100.5	125	201,310	183	199,779	233	240	175	296	169	161	
MUSKEGON													
Muskegon.....	Mich.....	137.3	136	202,340	186	152,688	232	233	166	337	159	170	
Muskegon.....	Mich.....	137.3	136	202,340	186	152,688	232	233	166	337	159	170	
Muskegon.....	Mich.....	50.4	111	81,953	168	96,485	217	206	166	316	156	162	
PORT HURON													
St. Clair.....	Mich.....	101.1	125	149,618	179	109,562	221	230	155	304	163	161	
St. Clair.....	Mich.....	101.1	126	149,618	179	109,562	221	230	155	304	163	161	
Port Huron.....	Mich.....	37.3	116	61,716	170	66,839	215	226	147	290	163	157	
SAGINAW													
Saginaw.....	Mich.....	167.0	125	209,125	182	184,339	231	238	165	347	169	162	
Saginaw.....	Mich.....	167.0	125	209,125	182	184,339	231	238	165	347	169	162	
Saginaw.....	Mich.....	99.9	117	169,277	177	148,633	229	236	169	331	170	161	
STATE OF MICHIGAN.....		7,069.9	130	11,918,994	193	8,281,319	237	240	172	344	167	178	

* Index based on (revised) General Merchandise store sales for 1954 of \$3,051,000.

Different?



So's DETROIT!

When you buy newspaper space in Detroit, you can't follow the usual major-market pattern. Detroit IS a big market—*five billion dollars big*—but Detroit is as different as morning and evening in newspaper preference!

Because Detroit has no regular commuting service, no subways, and widely-scattered plants and production centers, Detroiters don't commute to work. They drive their own cars. *And they can't read while they drive.* The first opportunity they

have to read a newspaper is in the **EVENING**, in their homes.

That's why Detroit, unlike major cities in rail centers, is an **EVENING NEWS-PAPER** market. And The Detroit NEWS is its Number One newspaper.

The NEWS is first in trading area and total circulation, weekdays and Sundays. And The NEWS carries 51% of the TOTAL advertising linage, while the morning paper carries 25%! Yes, Detroit's DIFFERENT—and the difference is The NEWS!






TOTAL CIRCULATION: 456,189 Weekdays — 563,038 Sundays
ABC 3/31/55

The Detroit News

THE HOME NEWSPAPER

Eastern Office: 110 E. 42nd St., New York 17 • Miami Beach, Florida: The Leonard Co., 311 Lincoln Road
Chicago Office: 435 N. Michigan Ave., Tribune Tower, Chicago, Ill. • Pacific Coast: 785 Market Street, San Francisco

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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MINNESOTA													
DULUTH-SUPERIOR	Minn.	282.2	110	393,562	154	286,853	105	181	141	276	146	132	
St. Louis	Minn.	215.3	110	322,528	155	239,717	106	182	142	261	147	134	
Duluth	Minn.	105.8	109	175,235	156	146,216	108	177	145	290	147	136	
Douglas	Wisc.	46.9	106	71,024	182	47,136	183	178	136	251	140	121	
MINNEAPOLIS-ST. PAUL													
Anoka	Minn.	1,199.7	124	2,127,436	167	1,551,460	105	189	158	296	148	145	
Dakota	Minn.	43.1	160	55,410	200	17,806	222	234	151	275	156	179	
Hennepin	Minn.	64.5	131	73,373	172	40,495	196	183	126	274	135	149	
Minneapolis	Minn.	719.7	123	1,333,086	168	969,505	106	191	156	288	147	146	
Ramsey	Minn.	529.7	111	1,001,729	158	571,031	191	182	156	262	149	141	
St. Paul	Minn.	382.4	122	664,957	164	523,684	191	184	158	282	151	144	
	Minn.	325.1	115	580,949	160	504,539	190	183	156	282	151	143	
STATE OF MINNESOTA		3,108.7	114	4,402,936	167	3,530,406	107	195	146	299	146	142	
MISSOURI													
JOPLIN	Mo.	110.7	109	135,819	155	110,817	197	197	145	270	145	127	
Jasper	Mo.	81.7	110	107,013	154	93,183	196	197	146	267	146	127	
Joplin	Mo.	40.7	114	61,111	155	61,636	193	201	148	233	146	127	
Newton	Mo.	29.0	107	28,886	157	17,634	204	200	133	209	141	129	
KANSAS CITY													
Johnson	Kans.	913.4	130	1,712,906	185	1,293,629	224	231	172	319	163	166	
Wyandotte	Kans.	98.3	221	209,047	362	60,762	498	530	286	816	307	376	
Kansas City	Kans.	189.9	124	281,113	186	171,255	245	251	218	332	187	179	
Clay	Mo.	129.7	110	265,089	177	156,900	242	250	217	331	191	170	
Jackson	Mo.	57.3	163	101,199	212	55,121	258	271	154	420	182	187	
Kansas City	Mo.	576.9	129	1,121,566	186	1,006,691	213	209	169	301	151	156	
	Mo.	492.6	129	979,664	188	933,647	213	208	170	301	151	156	

THIS Twin is making headlines!



ST. PAUL "HALF" OF THE NATION'S 13th MARKET BOOMING IN EVERY WAY!**

- Population 436,900!
- Annual Retail Sales \$564,149,000!
- Effective Buying Income \$738,330,000!
- Average Family Income \$5,391!

THIS TWIN READS THE ST. PAUL DISPATCH-PIONEER PRESS

There's good news today . . . and EVERY day . . . in the St. Paul "half" of the nation's 13th market! ** Population, effective buying income, average family income and retail sales . . . all UP!

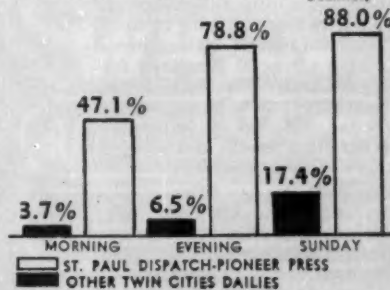
And in case you haven't heard the really good news, there's one (and only one!) medium that puts your sales story in nine out of 10 homes in this prosperous market . . . the St. Paul Dispatch-Pioneer Press!

ST. PAUL DISPATCH PIONEER PRESS
A RIDDER NEWSPAPER

*Ramsey and Dakota counties
**Total retail sales Sales Management Survey of Buying Power—May 10, 1955.
Source: Families, Sales Management Survey of Buying Power—May 10, 1955
Dispatch-Pioneer Press—A.B.C.—3/31/55
Other T.C. Dailies—A.B.C.—3/31/55

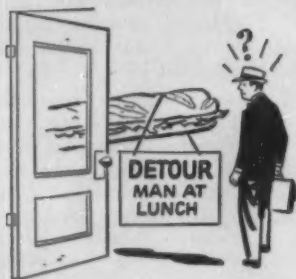
Representatives
RIDDER-JOHNS, INC.
New York—Chicago—Detroit
Los Angeles—San Francisco
St. Paul—Minneapolis

FAMILY COVERAGE (Ramsey & Dakota Counties)





What makes a newspaper great?



Mama Rusciano's "compari" sandwich is an awe-inspiring creation . . . a king-size loaf of Italian bread stuffed with a special Rusciano formula of prosciutto, provolone, capocollo, ricotta, mortadella, vegetables and greens—the whole laved generously with oil, herb-flecked vinegar and other delicious lubricants.

When Will Jones, Minneapolis Tribune entertainment columnist, first bit into this Minneapolis version of the "submarine" or "poor boy" sandwich, it was love at first chew. His rapturous description of

the compari appeared in next morning's paper—prompted local pizza-chompers and submarine-fanciers to descend by the hundreds on the Rusciano's north side delicatessen.

The Ruscianos, overwhelmed, held a family council and in self-defense opened a small restaurant in the Minneapolis loop. Soon they had to buy more tables and chairs and hire a waitress. But Jones was inexorable; his columns continued to glow with loving tributes to Mama's fabulous cookery. More expansion of the Rusciano premises followed. The trouble is, Papa Rusciano says, they still can't keep pace with the customers—even in a city noted as the stronghold of the Scandinavian Smörgåsbord.

Upper Midwesterners follow Will Jones' advice on food and fun with an exuberance often astonishing to the owl-eyed columnist himself. Let Jones discover a new marimba player at an isolated night spot, and the place is soon turning patrons away. Jones' recommendations have start-

ed barbecue-pit operators toward the high-income brackets, caused door-busting jams at suburban movie theatres, and, more than once, helped raise struggling entertainers to star status.

In a region where good food, good living and good entertainment are prized, Will Jones' lively columns are a best-read feature of newspapers which believe in serving all the interests of all of their readers—one more reason why the Minneapolis Star and Tribune are welcomed as sprightly companions, dependable friends and trustworthy spokesmen by the largest newspaper audience in the Upper Midwest.

Minneapolis
Star and Tribune
 EVENING MORNING & SUNDAY

625,000 SUNDAY • 495,000 DAILY

JOHN COWLES, President

SALES MANAGEMENT

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Merce. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
SPRINGFIELD.....	Mo.....	111.4	121	155,516	167	121,790	211	199	153	327	147	135
Greene.....	Mo.....	111.4	121	155,516	167	121,790	211	199	153	327	147	135
Springfield.....	Mo.....	76.3	127	117,983	168	104,863	209	188	154	324	145	134
ST. JOSEPH.....	Mo.....	100.1	111	156,485	149	100,756	184	185	130	236	135	130
Buchanan.....	Mo.....	100.1	111	156,485	149	100,756	184	185	130	236	135	130
St. Joseph.....	Mo.....	79.9	110	128,850	147	91,431	181	179	124	233	134	130
ST. LOUIS.....	Mo.....	1,823.4	125	3,274,240	188	1,979,667	210	207	157	296	148	149
Madison.....	Ill.....	200.0	129	333,788	179	193,411	226	227	154	340	159	168
Alton.....	Ill.....	34.1	113	63,112	167	62,452	219	213	163	342	162	163
St. Clair.....	Ill.....	225.5	129	334,050	180	208,584	229	229	166	367	160	151
East. St. Louis.....	Ill.....	85.3	115	120,734	170	112,982	223	221	173	332	160	146
Belleville.....	Ill.....	41.0	143	86,626	186	52,644	227	234	149	345	161	157
St. Charles.....	Mo.....	33.1	127	44,602	192	30,170	254	262	159	433	182	190
St. Louis.....	Mo.....	1,364.8	123	2,561,820	165	1,546,502	205	200	156	293	145	147
St. Louis.....	Mo.....	886.5	110	1,583,722	153	1,180,523	183	169	140	279	139	138
Clayton.....	Mo.....	17.8	131	73,710	235	56,727	336	170	2533	299	151	163
STATE OF MISSOURI.....		4,154.9	114	8,132,190	165	4,388,661	208	204	156	305	148	146
NEBRASKA												
LINCOLN.....	Neb.....	128.3	124	225,756	159	157,069	208	187	163	324	150	158
Lancaster.....	Neb.....	128.3	124	225,756	159	157,069	208	187	163	324	150	158
Lincoln.....	Neb.....	106.2	127	202,607	159	147,564	207	185	163	322	151	158
OMAHA.....	Neb.....	391.2	120	661,706	155	471,752	203	191	157	311	148	144
Pottawattamie.....	Ia.....	69.8	109	103,571	145	69,097	195	186	166	316	138	124
Council Bluffs.....	Ia.....	48.2	116	75,920	150	53,424	196	190	148*	315	133	125

* Index based on (revised) General Merchandise store sales for 1954 of \$3,610,000.

YOUNGSTOWN • OHIO

A Growing INDUSTRIAL GIANT...

Improvements and expansions totaling hundreds of millions of dollars are under way or planned for the Youngstown, Ohio Metropolitan Area steel industries. Already the nation's third largest concentrated steel producing area, further improvements and expansion have been announced by U.S. Steel Corp., Youngstown Sheet & Tube Co., Republic Steel Corp., Sharon Steel Corp. and others. What's more, Youngstown is now a capital of aluminum extrusions with over 75 companies in operation, a 20-fold increase over 1945. The new Ohio Turnpike, with Youngstown on the Eastern Terminus, places the "steel city" on the main street of America. So, when you think of Youngstown, Ohio... think of expansion and progress. And for coverage of this industrial giant, think of WKBN-TV and WKBN-Radio, the Pioneer Stations of Youngstown.

WKBN

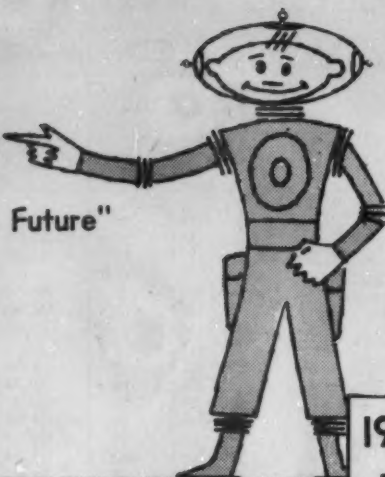
RADIO 5,000 WATTS 570 K.C. CBS

TV 178,000 WATTS CHANNEL 27 CBS • ABC

Represented Nationally by the Paul H. Raymer Co.

Metropolitan COLUMBUS, OHIO

"The City of the Future"



has

GROWN

1940
388,712

1955
582,388

50% Since 1940*

Since 1940 a lot of things have happened—everywhere. In metropolitan Columbus, Ohio, population has zoomed ahead 50%. Retail Sales have increased more than 200% (well ahead of the state of Ohio as a whole).

Latest estimates show over half-a-million people in metropolitan Columbus whose daily needs and wants are ever-increasing. Business is GOOD. It is here in the pages of The Dispatch where buyer meets seller—and does it economically.

To keep YOUR sales up with this fast pace continue to place your advertising in the ONLY medium which reaches—More Than 4 Out of 5 Columbus Homes Daily—More Than 9 Out of 10 Sunday.

*1940 Census and Columbus Chamber of Commerce 1955 Estimates

The Columbus Dispatch

"Ohio's Greatest Home Newspaper"

National Representatives: O'MARA & ORMSBEE, Incorporated

New York

Chicago

Detroit

Los Angeles

San Francisco

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
Douglas.....	Neb.	302.7	122	530,029	155	396,527	204	191	157	311	147	146
Omaha.....	Neb.	285.1	119	475,528	185	383,110	204	191	154	313	149	145
Sarpy.....	Neb.	16.7	156	27,306	180	6,186	226	245	117	251	157	206
STATE OF NEBRASKA.....		1,371.5	110	1,962,724	152	1,624,200	211	197	154	338	148	144
NORTH DAKOTA												
FARGO.....	N. D.	63.0	120	112,453	147	91,113	193	189	142	260	133	153
Cass.....	N. D.	63.0	120	112,453	147	91,113	193	189	142	260	133	153
Fargo.....	N. D.	42.8	129	84,810	149	74,456	189	164	151	266	133	156
STATE OF NORTH DAKOTA.....		618.1	104	857,029	150	730,239	215	200	146	356	145	147
OHIO												
AKRON.....	O.	446.1	127	829,353	178	522,612	216	214	166	314	161	155
Summit.....	O.	446.1	127	829,353	178	522,612	216	214	166	314	161	155
Akron.....	O.	269.7	119	554,167	189	407,238	206	211	157	296	158	150
CANTON.....	O.	307.6	127	524,369	174	333,731	208	203	155	300	152	148
Stark.....	O.	307.6	127	524,369	174	333,731	208	203	155	300	152	148
Canton.....	O.	120.3	113	216,531	162	185,414	201	201	155	269	151	145
CINCINNATI.....	O.	965.6	122	1,740,519	172	1,147,905	209	203	160	308	158	154
Campbell.....	Ky.	80.2	118	121,694	159	86,961	192	154	130	275	151	141
Kenton.....	Ky.	113.1	122	185,409	174	98,231	213	209	169	304	153	166
Covington.....	Ky.	66.5	112	106,696	166	79,410	210	207	171	294	155	162
Hamilton.....	O.	775.3	123	1,433,416	173	990,713	210	206	170	306	159	153
Cincinnati.....	O.	520.9	115	981,408	166	803,254	206	206	169	300	159	149
CLEVELAND.....	O.	1,572.5	123	3,321,595	175	2,007,787	215	220	190	322	162	154
Cuyahoga.....	O.	1,483.9	121	3,156,344	173	1,907,682	213	217	157	319	160	153
Cleveland.....	O.	935.9	111	1,814,194	163	1,498,118	205	211	149	304	157	150
Lakewood.....	O.	66.9	108	190,296	159	70,484	202	202	163	403	160	141
Cleveland Heights.....	O.	60.9	113	204,073	170	81,134	217	211	148	430	165	139
Lake.....	O.	58.6	151	165,551	226	100,105	267	262	236	453	204	203
COLUMBUS.....	O.	551.3	132	1,094,718	150	663,309	215	210	175	300	157	162
Franklin.....	O.	551.3	132	1,094,718	150	663,309	215	210	175	300	157	162
Columbus.....	O.	406.9	126	809,635	176	597,406	212	205	174	297	157	163
DAYTON.....	O.	511.1	138	999,947	193	596,922	231	229	174	322	163	177
Greene.....	O.	56.1	155	122,693	235	61,733	298	262	214	464	196	227
Montgomery.....	O.	443.0	137	877,054	188	535,189	226	225	173	312	159	173
Dayton.....	O.	270.6	127	565,656	181	449,141	222	216	173	304	169	170
HAMILTON-MIDDLETOWN.....	O.	163.0	130	286,764	197	194,710	251	250	170	386	179	180
Butler.....	O.	163.0	130	286,764	197	194,710	251	250	170	386	179	180
Hamilton.....	O.	63.2	124	100,045	195	101,837	253	250	168	386	181	177
Middletown.....	O.	35.6	116	73,081	189	67,648	230	247	172	388	186	180
LIMA.....	O.	95.8	126	157,077	175	111,238	211	213	142	328	136	136
Allen.....	O.	95.8	126	157,077	175	111,238	211	213	142	328	136	136
Lima.....	O.	53.4	120	96,123	172	89,731	211	215	142	316	136	135
LORAIN-ELYRIA.....	O.	164.1	135	294,939	196	183,542	245	242	174	368	172	167
Lorain.....	O.	164.1	135	294,939	196	183,542	245	242	174	368	172	167
Lorain.....	O.	64.5	122	106,109	199	81,262	243	241	166	339	172	163
Elyria.....	O.	33.2	128	82,821	192	60,189	244	238	165	414	173	161
MANSFIELD.....	O.	100.2	129	182,668	182	115,190	222	208	177	210	189	199
Richland.....	O.	100.2	129	182,668	182	115,190	222	208	177	210	189	199
Mansfield.....	O.	47.1	124	101,437	176	84,432	216	210	176	364	169	154
NEWARK.....	O.	75.3	120	115,877	179	79,127	226	212	141	300	150	153
Licking.....	O.	75.3	120	115,877	179	79,127	226	212	141	300	150	153
Newark.....	O.	36.3	117	59,854	176	57,777	223	214	139	289	150	141
PORTSMOUTH.....	O.	96.6	123	122,206	192	94,062	246	246	176	381	190	184
Scioto.....	O.	96.6	123	122,206	192	94,062	246	246	176	381	190	184
Portsmouth.....	O.	43.1	118	64,246	188	70,916	245	234	161	361	190	185
SPRINGFIELD.....	O.	120.2	124	206,325	167	126,115	200	181	135	360	129	142
Clark.....	O.	120.2	124	206,325	167	126,115	200	181	135	360	129	142
Springfield.....	O.	63.0	118	151,692	164	112,005	199	181	136	299	129	141

You'll Make Sales in Akron Because

99.8%*

*99.8% coverage of Akron's City Zone—86.7% coverage of Akron's Retail Trading Area.

OF AKRON'S FAMILIES READ THE AKRON BEACON JOURNAL

THIS ONE POWERFUL NEWSPAPER GIVES YOU COMPLETE EXCLUSIVE COVERAGE OF AKRON'S BILLION DOLLAR PLUS MARKET AT ONE LOW RATE EVENING OR SUNDAY

	CITY ZONE	METROPOLITAN ZONE	RETAIL TRADING ZONE		CITY ZONE	METROPOLITAN ZONE	RETAIL TRADING ZONE
Population	412,000	446,100	578,240	Total Retail Sales	\$507,983,000	\$522,612,000	\$668,502,440
Families	123,700	133,800	170,895	Food	134,373,000	137,926,000	173,696,888
Daily Beacon Journal Circ.	123,180	131,753	148,193	Gen'l Mdse.	76,982,000	77,702,000	85,612,234
Effective Buying Income	\$773,288,000	\$829,353,000	\$1,040,344,758	Furn., Radio, Household	21,841,000	22,390,000	28,431,024
				Automotive	107,307,000	109,304,000	138,561,260
				Drug	13,863,000	14,167,000	17,649,000

TOTAL CIRCULATION

6 months ending March 31, 1955

DAILY—155,154 SUNDAY—162,175

(Data from 1955 Sales Management Survey of Buying Power)

AKRON BEACON JOURNAL

STORY, BROOKS & FINLEY, REPRESENTATIVES — JOHN S. KNIGHT, PUBLISHER

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
TOLEDO	O.	423.4	122	888,078	170	551,388	208	206	183	322	151	147
Lucas	O.	423.4	122	888,078	170	551,388	208	206	183	322	151	147
Toledo	O.	320.8	118	890,432	188	480,168	208	202	164	315	150	147
YOUNGSTOWN	O.	362.8	119	898,327	171	600,748	210	206	185	322	157	152
Mahoning	O.	273.8	117	511,981	164	313,005	200	200	180	304	153	146
Youngstown	O.	172.7	108	330,137	186	284,414	186	203	149	302	152	143
Trumbull	O.	172.8	127	294,375	109	187,031	236	229	175	356	174	164
Warren	O.	53.6	123	191,723	188	94,666	236	238	175	349	172	158
Mercer	Pa.	116.2	118	192,591	185	120,710	203	199	151	329	149	151
Sharon	Pa.	27.1	110	85,929	180	62,082	200	206	150	340	147	153
Sharon-Forrell-Sharpsville	Pa.	46.3	109	88,242	157	66,280	196	196	150	330	149	156
ZANESVILLE	O.	78.5	115	112,938	167	71,429	209	189	121	278	125	124
Muskingum	O.	78.5	115	112,938	167	71,429	209	189	121	278	125	124
Zanesville	O.	42.1	115	67,402	153	59,214	180	173	118	286	125	122
STATE OF OHIO		8,585.0	123	14,991,914	178	9,705,685	218	217	181	323	158	158
SOUTH DAKOTA												
SIOUX FALLS	S. D.	74.9	124	135,254	151	104,772	204	202	155	323	147	165
Minnehaha	S. D.	74.9	124	135,254	151	104,772	204	202	155	323	147	165
Sioux Falls	S. D.	55.4	128	105,275	152	91,954	203	199	186	333	147	167
STATE OF SOUTH DAKOTA		660.5	108	910,850	145	719,288	204	197	145	343	138	142
WISCONSIN												
Appleton	Wis.	87.8	123	134,581	171	100,294	212	196	152	322	150	153
Outagamie	Wis.	87.8	123	134,581	171	100,294	212	196	152	322	150	153
Appleton	Wis.	40.8	139	75,007	177	61,497	209	206	183	330	150	148
Appleton-Neenah-Menasha	Wis.	87.5	133	122,304	173	88,698	207	205	155	324	151	149
GREEN BAY	Wis.	105.8	124	169,078	163	118,317	196	196	154	337	147	146
Brown	Wis.	105.8	124	169,078	163	118,317	196	196	154	337	147	146
Green Bay	Wis.	56.0	120	100,218	161	89,556	196	183	158	331	147	144



FOX CITIES—ALMOST WISCONSIN'S LARGEST

95% of Fox Cities families read the Appleton Post-Crescent

Largest City Zone in Wisconsin north of Milwaukee. Almost 100,000 people, 23% more than 10 years ago. Still growing!

Most Buying Income in Wisconsin north of Milwaukee. Fully \$147,000,000.00 spendable annual income, 71% greater than 10 years ago. Retail sales growth: 112%.

Almost First in Linage in Wisconsin. The APPLETON POST-CRESCENT carries more advertising lineage than any other Wisconsin newspaper except one.

New 8th Annual Consumer Buying Habit Study of the Fox Cities of Wisconsin.
For free copy, write to Ken E. Davis, Manager, General Advertising . . .

APPLETON POST-CRESCENT • APPLETON • NEENAH • MENASHA, WISCONSIN



Frozen lemonade sales are **concentrated...in Iowa!**

THE DES MOINES REGISTER AND TRIBUNE

An "A" schedule newspaper in an "A-1" market!
Gardner Cowles, President

REPRESENTED BY

Scolare, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco

It's amazing... the boom in frozen concentrated lemonade in the state of Iowa in just one short year. In 1953, per cent use in Iowa homes—city, town, village and farm—was only 8.2%*. But in 1954, use jumped to 24.2%... a whopping increase of 195.1%!!!

Not so amazing... when you remember that farm-rich, big-income Iowa is always eager for newer, better products and ideas... actually outspends cities like Philadelphia, Boston and San Francisco.

Get your sales share... in this responsive, state-wide market, through the one newspaper that covers the entire state of Iowa... the better-than-500,000-circulation DES MOINES REGISTER and TRIBUNE.

*What do you sell? Foods, drug products, cars, appliances? In Iowa they're all booming, and you can see how, in the latest BRAND INVENTORY IN THE HOMES OF IOWA SUBSCRIBERS to The Des Moines Sunday Register. Write us on your company letterhead. We'll mail your copy right away.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
KENOSHA	Wis.	81.6	125	147,300	181	98,330	228	228	154	320	183	181
Kenosha	Wis.	81.6	125	147,300	181	98,330	228	228	154	320	183	181
Kenosha	Wis.	57.1	118	110,508	175	83,583	226	217	147	320	163	161
LA CROSSE	Wis.	71.9	120	114,716	166	86,826	206	203	158	315	153	153
La Crosse	Wis.	71.9	120	114,716	166	86,826	206	203	158	315	153	153
La Crosse	Wis.	49.1	116	65,585	165	78,654	208	200	164	316	153	152
MADISON	Wis.	161.9	130	345,324	168	209,507	199	191	145	266	143	140
Dane	Wis.	161.9	130	345,324	168	209,507	199	191	145	266	143	140
Madison	Wis.	104.1	136	229,521	169	148,630	195	188	146	259	142	147
MILWAUKEE	Wis.	955.0*	124*	1,692,700*	170*	1,180,131	208	198	169	305	156	144
Milwaukee	Wis.	955.0*	124*	1,692,700*	170*	1,180,131	208	198	169	305	156	144
Milwaukee	Wis.	701.1	122	1,370,860	165	987,237	202	193	169	299	153	141
West Allis	Wis.	62.7	168	120,779	203	55,018	229	228	177	326	181	182
OSHKOSH	Wis.	96.8	120	155,552	164	107,925	202	200	150	278	150	141
Winnebago	Wis.	96.8	120	155,552	164	107,925	202	200	150	278	150	141
Oshkosh	Wis.	43.1	114	72,158	160	88,188	200	183	152	270	146	134
RACINE	Wis.	117.8	123	225,642	172	143,644	214	200	146	326	148	144
Racine	Wis.	117.8	123	225,642	172	143,644	214	200	146	326	148	144
Racine	Wis.	77.8	119	160,574	169	108,314	213	195	146	330	146	144
SHEBOYGAN	Wis.	83.2	113	136,922	161	94,350	203	194	155	297	148	146
Sheboygan	Wis.	83.2	113	136,922	161	94,350	203	194	155	297	148	146
Sheboygan	Wis.	43.7	112	77,590	160	64,936	202	191	158	272	147	144
STATE OF WISCONSIN		3,580.2	116	5,674,216	166	4,078,209	209	203	153	314	151	147
TOTAL U. S. A.		162,566.4	123	251,132,566	170	170,634,798	218	215	158	331	158	157

* Indexes based on revised Survey of Buying Power estimates as indicated.

\$200 BILLION ON ITS ACCURACY

You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT's *Survey of Buying Power*.

SALES MANAGEMENT alone can make that statement.

Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 27 years ago . . . the *Survey of Buying Power* was established as a regular issue of SALES MANAGEMENT, the sales executives' magazine . . .

The fabulous acceptance of the *Survey* today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects *through the use of Survey figures* . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year . . . that final sales results bear out the *Survey's* ACCURACY.

*A conservative estimate based on continuous sampling and analysis of *Sales Management's* Circulation by Market Statistics, Inc.

SALES MANAGEMENT

The Magazine of Marketing

386 Fourth Avenue, New York 16, N. Y.

KANSAS CITY is **HOT**

...and we don't mean the weather!

A Hot Market, we mean! The yardstick is GROWTH. Kansas City has outstripped the average national rate of growth (in the past decade) not only in population, but in every vital sales category.*

In Population	30 %	} Kansas City's Growth Rate (1945-1954) Exceeds National Average
In Buying Power	85 %	
In Retail Sales	124 %	
In Food Sales	131 %	
In Auto Sales	63 %	
In Drug Sales	66 %	
In Gen. Mdse. Sales	72 %	

For Solid Sales Expectations, Take a cold blooded look at "Hot"
Kansas City—One of the FASTEST GROWING Markets in the U. S.

*Sales Management Nov. 10, 1955

THE KANSAS CITY STAR

KANSAS CITY { 1729 Grand Ave.
Harrison 1200

CHICAGO { 202 S. State St.
Webster 9-0532

NEW YORK { 21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO { 785 Market St.
SUtter 1-3401

1945



Gasoline Alley's

SKEEZIX

Reflects that ...

1951



1955

... **CHANGE**

is here

to stay!



Copyright: The Chicago Tribune

NOVEMBER 10, 1955

They Know What They Want



And they want what they see advertised in the 4 Federated Publications below. Because this is your Federated Family . . . representing 187,416 families in 4 great midwestern markets. Their effective buying income and retail sales are well above the national average. Their buying habits are guided by these 4 Federated newspapers . . .

The Grand Rapids Herald

\$5,584 AVERAGE FAMILY INCOME!

That's a pretty happy "average" pay envelope anywhere in the country. Your message can influence how it is spent if you tell the Federated Family about your product in the Grand Rapids Herald. You get a bonus, too, because the Herald covers 13 additional cities of 5,000 population or more . . . enough to double your potential market!

THE STATE JOURNAL

LANSING FAMILIES BIG BUYERS!

Holding the nation's 13th spot in retail sales per family, there's a mighty \$4,511 in sales for each family in Lansing. This Federated Family ranks 21st in national per family income, too. These Lansingites depend on the State Journal for news of what to buy. If you want to sell 'em, tell 'em about your product in the Lansing State Journal.

THE BATTLE CREEK ENQUIRER AND NEWS

TOTAL PER FAMILY SALES SOARING!

A big \$3,975 is the retail sales per family mark in the Battle Creek metropolitan area. Here is a responsive market for your product story. As a selling market, Battle Creek is climbing right up there! How can you reach them and sell them? Why, in their *only family newspaper*, The Battle Creek Enquirer and News. 79% of the homes in the county area are subscribers.

JOURNAL AND COURIER

LAFAYETTE RANKS 33RD NATIONALLY!

This Federated Family is a mighty rich customer for your product. Only 32 metropolitan areas in the whole country rank higher than Lafayette's \$6,264 spendable income per family. If you are interested in sales, then don't overlook Lafayette and the Lafayette Journal and Courier . . . the one and only newspaper that covers this bustling Indiana Market.

represented Nationally by **SAWYER · FERGUSON · WALKER · COMPANY**

Change is here to stay Revenue Up for Most Media

	GENERAL & FARM MAGAZINES	BUSINESS PUBLICATIONS	NEWSPAPERS (NATIONAL ONLY)	NETWORK RADIO	NETWORK TELEVISION
1945.....	\$302,816,776	\$172,000,000	\$232,000,000	\$197,900,000	
1950.....	\$458,451,328	\$225,200,000	\$499,000,000	\$183,500,000	\$ 44,400,000
1954.....	\$604,121,055	\$372,000,000	\$594,000,000	\$137,600,000	\$320,200,000



Sources: Magazine Advertising Bureau; McGraw Hill Publishing Co., Inc.; Bureau of Advertising of the A.N.P.A., Broadcast Advertising Bureau, Publishers' Information Board.

Change
is
here
to stay

Source: Dept. of Labor
Statistics:
American Builder

Home Building to Continue at High Rate

1947		800,000
1953		1,068,300
1965		1,400,000

NEW HOME STARTS

Change
is
here
to stay

Why Traffic Jams

	New Car Production	Passenger Car Registration
1945	69,532	25,691,434
1950	6,665,863	40,185,146
1954	5,558,897	48,498,870

Source: Automobile Manufacturers Association

GROW WITH (and in) CHARLESTON, S.C.

The great growth in both population and wealth of the Charleston Metropolitan Area in the past ten years is conclusively shown on the opposite page. This record of solid, long-term achievement will be of special interest to Industry looking for a profitable new Southern location in a pleasant community, and to commercial firms and Advertisers searching for a distributing center with a greater sales potential.

THESE ADVANTAGES PROVE CHARLESTON'S SUPERIORITY AS A MANUFACTURING LOCATION AND SOUTHERN DISTRIBUTING CENTER:

—FOR MANUFACTURING:—

- ☐ **WATER SUPPLY:** 10 billion gallons per day . . . soft, chemically desirable fresh water.
- ☐ **EFFLUENT DISPOSAL:** Easy disposal of liquid or solid industrial waste into tidal rivers without treatment.
- ☐ **POWER:** Tremendous quantities of firm, dependable power at reasonable rates.
- ☐ **NATURAL GAS:** Charleston has a substantial surplus of this efficient fuel.
- ☐ **LABOR:** Large, intelligent and willing supply of workers who have retained a pride in accomplishment.
- ☐ **WORLD PORT:** Charleston is a regular port of call for vessels to and from the entire world.
- ☐ **TRANSPORTATION:** Excellent rail, truck and air transportation serve Metropolitan Charleston.
- ☐ **PLANNED INDUSTRIAL SITES ON DEEP WATER:** In addition to the 4000 acre Bushy Park Industrial District, we have scores of other sites and some available buildings.
- ☐ **CLIMATE:** Mild, sunny climate without severe extremes in weather.
- ☐ **BUSINESS CLIMATE:** Industry is wanted and welcomed in the Charleston area. Tax structure is favorable.

This is Industrial Charleston in capsule form. Let us confer with you and present full and specific advantages for your industry in Charleston. Write, wire or call: Arthur M. Field, Chief Engineer.

**CHARLESTON
DEVELOPMENT BOARD**

P. O. BOX 141

CHARLESTON, SOUTH CAROLINA

—FOR DISTRIBUTING:—

- ☐ **CENTRAL LOCATION:** Charleston offers a location with water-compelled low transport rates to economically serve half the nation.
- ☐ **WORLD PORT:** The Port of Charleston offers fast, efficient, economical service to and from Gulf and West Coast points as well as foreign ports.
- ☐ **TRANSPORTATION:** Three major rail lines, trucking lines and air shipment give fast, low-cost shipping to Charleston distributors.

FOR RETAIL SELLING:

- ☐ **LARGE, ACTIVE MARKET:** Charleston County now has a population estimated (Oct. 1, 1955) at 187,706 and the greatest increase in EBI in the state. This growth is but another indication of the increased buying potential of the Charleston area.
- ☐ **GROWTH:** Charleston's 10 year growth percentages indicate that our area is ahead of the U.S.A.; the South Atlantic; and the state in average gain in population and EBI. Retail and food sales show a gain of 124%; furniture, radio, household sales have grown 188%. Charleston County has grown . . . and is still growing! Other indices on request.
- ☐ **MORE AVAILABLE CASH:** The rise in industry and industrial employment as evidenced by our figures have given Charleston a permanent and diversified source of additional income. Our 80% increase in EBI means more sales from an ever-growing population.
- ☐ **GROWING MARKET:** The BUYING area served by our newspapers includes several other large and prosperous communities. The Post-Courier serves some 194,700 families in its 18-county market. We are the only newspapers serving and selling ALL of this big and growing area!

**CHARLESTON
EVENING POST
NEWS AND COURIER**

Represented Nationally by John Budd Company



South & Southwest

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mktg. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
TOTAL U. S. A.		162,566.4	123	251,132,566	170	170,634,706	210	215	199	331	156	157
ALABAMA												
BIRMINGHAM	Ala.	606.8	127	888,037	165	683,140	231	234	171	308	157	164
Jefferson	Ala.	606.8	127	888,037	165	683,140	231	234	171	308	157	164
Birmingham	Ala.	351.1	126	537,066	153	447,500	206	232	172	298	156	160
FLORENCE-SHEFFIELD- TUSCUMBIA-MUSCLE SHOALS												
Colbert	Ala.	87.3	110	106,583	167	70,755	244	249	154	388	160	188
Sheffield	Ala.	41.1	118	45,730	172	31,612	255	258	167	483	162	197
See Florence-Sheffield- Tusculumbia-Muscle Shoals	Ala.	14.1	158	20,450	190	16,812	256	248	174	382	163	214
Lauderdale	Ala.	58.2	119	60,053	163	39,143	236	242	149	388	159	180
Florence	Ala.	26.4	162	40,195	176	32,657	234	231	136	313	184	180
Florence-Sheff. Id-Tusculumbia- Muscle Shoals	Ala.	54.3	160	77,433	181	50,985	234	236	141	357	186	193
GADSDEN												
Etowah	Ala.	102.0	132	124,138	165	74,917	226	234	166	297	146	161
Gadsden	Ala.	102.0	132	124,138	165	74,917	226	234	166	297	146	161
Mobile	Ala.	63.7	147	98,997	172	64,268	227	232	169	297	146	162
MOBILE												
Mobile	Ala.	267.4	164	347,354	184	221,964	245	247	185	322	159	160
Mobile	Ala.	267.4	164	347,354	184	221,964	245	247	185	322	159	160
Mobile	Ala.	149.0	155	217,649	182	178,369	241	243	161	306	160	177
Mobile-Prichard	Ala.	172.0	160	245,581	187	197,399	246	263	162	321	158	179
MONTGOMERY												
Montgomery	Ala.	181.5	128	204,880	164	144,659	227	233	172	313	159	166
Montgomery	Ala.	181.5	128	204,880	164	144,659	227	233	172	313	159	166
Montgomery	Ala.	119.4	139	176,680	168	136,506	227	231	170	309	159	168
STATE OF ALABAMA		3,143.9	113	3,176,411	196	2,086,651	226	234	155	331	153	163
ARKANSAS												
FORT SMITH	Ark.	67.1	112	93,173	150	83,543	225	218	166	330	152	164
Sebastian	Ark.	67.1	112	93,173	150	83,543	225	218	166	330	152	164
Fort Smith	Ark.	56.9	144	83,310	164	77,706	226	219	167	327	153	154
LITTLE ROCK-NORTH LITTLE ROCK												
Pulaski	Ark.	216.5	131	328,797	168	227,840	225	225	176	306	157	163
Little Rock	Ark.	216.5	131	328,797	168	227,840	225	225	176	306	157	163
North Little Rock	Ark.	111.1	124	200,035	151	166,821	217	218	175	285	152	159
Little Rock-North Little Rock	Ark.	50.0	167	67,821	197	54,903	279	276	218	447	166	188
STATE OF ARKANSAS		1,082.0	104	1,607,618	144	1,339,040	217	215	150	337	148	148

Industrial Sales Data for All Countries

Did you know that industrial data for all countries—not just the leading 100—are available on IBM cards? Address Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y.

METROPOLITAN FORT LAUDERDALE

first in florida

Growth In The
Past Ten Years

POPULATION
EFFECTIVE BUYING INCOME
TOTAL RETAIL SALES
FOOD SALES
GENERAL MERCHANDISE SALES
FURNITURE — HOUSEHOLD
RADIO SALES
AUTOMOTIVE SALES
DRUG SALES

In Florida

In Nation

% of Gain

FIRST	SECOND	160%
FIRST	SECOND	186%
FIRST	FIRST	292%
FIRST	FIRST	298%
FIRST	THIRD	186%
FIRST	FIRST	531%
FIRST	FIRST	125%
FIRST	SECOND	164%

*Sales Management, November 10, 1955, Comparison with 233 other Metropolitan Areas.

THE FORT LAUDERDALE DAILY NEWS

First In Broward County In Concentrated Coverage

Represented by Burke, Kuipers & Mahony, Inc. In Florida by V. J. Obenauer, Jr. Jacksonville

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mdes. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
FLORIDA												
FORT LAUDERDALE.....	Fla.....	148.3	280	218,394	286	186,565	392	398	286	631	225	284
Broward.....	Fla.....	148.3	280	218,394	286	186,565	392	398	286	631	225	284
Fort Lauderdale.....	Fla.....	87.4	229	93,488	287	115,173	380	380	282	586	230	283
JACKSONVILLE.....	Fla.....	374.0	188	518,581	178	388,881	249	258	186	315	185	179
Duval.....	Fla.....	374.0	188	518,581	178	388,881	249	258	186	315	185	179
Jacksonville.....	Fla.....	222.4	125	316,313	162	353,884	245	282	187	314	188	176
MIAMI.....	Fla.....	712.7	202	1,271,313	221	955,923	302	297	212	451	211	223
Dade.....	Fla.....	712.7	202	1,271,313	221	955,923	302	297	212	451	211	223
Miami.....	Fla.....	293.7	148	518,566	190	622,714	285	282	207	430	188	209
Miami Beach.....	Fla.....	86.6	161	145,932	209	168,913	318	311	210	449	186	228
ORLANDO.....	Fla.....	185.1	180	211,751	187	167,640	270	283	218	400	189	202
Orange.....	Fla.....	185.1	180	211,751	187	167,640	270	283	218	400	189	202
Orlando.....	Fla.....	63.3	182	96,322	183	133,263	286	282	214	381	189	199
PENSACOLA.....	Fla.....	143.1	164	171,231	191	114,086	271	271	199	325	179	200
Escambia.....	Fla.....	143.1	164	171,231	191	114,086	271	271	199	325	179	200
Pensacola.....	Fla.....	82.5	138	65,240	184	85,334	259	261	187	285	170	180
TAMPA-ST. PETERSBURG.....	Fla.....	517.3	163	680,825	191	653,786	268	268	225	385	181	184
Hillsborough.....	Fla.....	298.5	146	386,644	177	304,384	256	262	200	354	172	182
Tampa.....	Fla.....	222.6	203	292,502	222	280,484	304	371	207	386	177	212
Pinellas.....	Fla.....	220.8	190	329,881	206	345,386	286	273	254	433	186	146
St. Petersburg.....	Fla.....	129.0	178	203,418	200	183,776	290	294	254	419	193	130
WEST PALM BEACH.....	Fla.....	145.3	180	189,131	182	187,913	255	248	180	338	173	174
Palm Beach.....	Fla.....	145.3	180	189,131	182	187,913	255	248	180	338	173	174
West Palm Beach.....	Fla.....	33.8	149	77,311	177	113,763	254	248	202	310	172	168
STATE OF FLORIDA.....		3,661.0	184	4,677,637	186	3,961,210	271	271	200	386	181	181

The nation's brightest market!



GREATER MIAMI IS THE NATION'S FASTEST GROWING MARKET

(U.S. CENSUS)

In 10 years Miami's population has increased
102%—Retail sales 202%—Food sales 197%—
Drug sales 123%—Automotive sales 111%.

Sales Management predicts Miami will pass 10
others to be 15th in population by 1965!

The Miami Herald delivers a terrific bonus!

With The Miami Herald ALONE you can sell
Miami and the entire Gold Coast, with 1,100,000
residents plus a terrific bonus of 1½ million
visitors this winter. See your SB&F man today.

The Miami Herald



JOHN S. KNIGHT, Publisher

STORY, BROOKS & FINLEY, National Reps.

WQAM, WQAM-FM, Affiliated Stations

Look at Atlanta...



Population*

813,632

**Greatest market
in the South!**

	1950	1955
Metropolitan Atlanta		
Population	671,797	813,632
Families	185,580	242,047
Per Cap. Income	\$1,357	\$1,890
Retail Sales	\$745,072,000	\$888,692,000†
Georgia		
Population ..	3,444,578	3,698,232
Families	889,269	982,447
Retail Sales ..	\$2,310,587,000	\$2,724,994,000†
		†1954 Est.

Sources: *Metropolitan Planning Comm., est. 7/1/55;
Sales Management, May 10, 1955;
Hammer & Associates

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION


The South's Standard Newspaper

Represented by Kelly-Smith Co.

Atlanta's North-South Expressway speeds you into the heart of one of America's BIG markets—growing bigger *fast*! Only four U. S. metropolitan areas match the pace that has pushed Atlanta's population to the 813,632 mark.

Long the distribution center of the South, Atlanta now is the South's first city in industrial activity. Manufacturing employment exceeds the former leader city's by 17,000. Over 3,300 national firms operate branch factories, warehouses and division offices here. Use the South's largest newspapers to keep your sales growing in fast-growing Atlanta.

Circulation: 436,403 Daily • 492,738 Sunday (A. B. C. 3/31/55)



**THE BIG GUNS IN
COLUMBUS,
GEORGIA**

Represented by
CEO. P. HOLLINGBERY CO.

Channel 4

WRBL - TV

and ...

**WRBL
RADIO**

AM and FM

TV

**FULL POWER
100 KW**

**THE ONLY VHF-
IN COLUMBUS**

**BEGAN
NOV. '53**

CBS - ABC

**COLUMBUS'
OLDEST & MOST
POWERFUL**

**5000 WATTS
FULLTIME**

**ON THE AIR
SINCE
1928**

CBS

RADIO

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945	
GEORGIA													
ATLANTA.....	Ga.....	761.1	137	1,321,481	176	888,692	225	228	174	301	196	163	
Cobb.....	Ga.....	78.3	166	102,681	232	55,421	322	328	221	468	199	214	
De Kalb.....	Ga.....	162.3	156	331,086	201	76,063	266	267	186	436	176	214	
Fulton.....	Ga.....	520.5	128	887,742	164	766,408	217	214	173	285	151	144	
Atlanta.....	Ga.....	476.0	160	842,180	186	734,890	232	248	177	288	160	170	
AUGUSTA.....	Ga.....	244.2	177	362,519	216	171,186	273	274	202	361	186	167	
Richmond.....	Ga.....	158.1	177	214,703	209	136,646	265	269	195	347	179	189	
Augusta.....	Ga.....	94.9*	147*	124,368*	194*	127,804	262	265	192	328	176	164	
Aiken.....	N. C.....	96.1	176	87,616	233	34,540	314	327	247	455	217	177	
COLUMBUS.....	Ga.....	226.9*	135	316,704*	167	136,915	228	224	169	338	154	154	
Russell.....	Ala.....	42.5	119	35,450	152	11,218	202	205	195	375	150	163	
Chattahoochee.....	Ga.....	53.6*	105	83,370*	123	239	184	233	54	
Muscogee.....	Ga.....	130.8	146	197,944	178	125,467	231	227	167	336	154	153	
Columbus.....	Ga.....	89.5	148	128,101	173	119,075	231	226	170	338	154	155	
MACON.....	Ga.....	149.7	139	197,371	172	123,313	219	220	156	274	151	163	
Bibb.....	Ga.....	123.8	134	166,372	165	111,826	213	211	156	265	148	157	
Macon.....	Ga.....	75.6	126	111,615	160	103,462	212	209	154	267	146	156	
Houston.....	Ga.....	25.9	174	29,999	227	11,387	306	319	175	405	194	221	
SAVANNAH.....	Ga.....	161.3	126	219,061	171	166,022	234	225	166	326	166	161	
Chatham.....	Ga.....	161.3	126	219,061	171	166,022	234	225	166	326	166	161	
Savannah.....	Ga.....	127.6	125	176,960	169	150,974	232	219	166	333	166	177	
STATE OF GEORGIA.....		3,645.7	118	4,104,787	165	2,724,994	222	221	157	322	154	157	

* Revised from Survey of Buying Power, May 10, 1955.

Sales Management PREDICTS CONTINUED GROWTH of BATON ROUGE Metropolitan Area

Now 10th in Rate of Growth

FROM 104th POPULATION RANKING IN U.S. IN 1955 TO 74th IN 1965



OLD INDUSTRIES EXPAND . . . NEW
ATTRACTED BY NEW OCEAN PORT

Baton Rouge Executives Say:

"Our Growth should be accelerated. Demand is increasing for our type of production — petroleum, chemicals, aluminum . . ."

A. S. Wallace, Port Manager

" . . . Everything is in our favor. Growth leads to more growth . . . believe our petro-chemical industrial complex is now attracting, will continue to attract other industries."

Ray A. Abbott, bank vice president

"I've been in business in Baton Rouge for 38 years and all signs for the next 10 years point to an increase in business industry, and population."

C. J. Brown, senior partner, C. J. Brown, realtor

"Can see no possible let-up in growth during next 10 years."

Max Petty, vice president, Delta Tank Mfg.

For Detailed Market Report Contact

STATE TIMES
MORNING ADVOCATE

BATON ROUGE 1, LA.

Represented by JOHN BUDD COMPANY

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
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KENTUCKY													
LEXINGTON.....	Ky.	107.6	128	162,012	167	137,036	214	215	162	288	153	182	
Fayette.....	Ky.	107.6	128	162,012	167	137,036	214	215	162	288	153	182	
Lexington.....	Ky.	66.9	115	87,076	169	127,103	211	211	162	288	153	149	
LOUISVILLE													
Clark.....	Ind.	66.1	167	77,210	216	36,677	284	284	186	454	179	200	
Floyd.....	Ind.	49.6	134	75,561	167	47,009	247	242	136	349	163	167	
Jefferson.....	Ky.	531.1	130	910,604	172	584,946	222	218	176	320	156	164	
Louisville.....	Ky.	406.2	125	715,424	171	549,378	224	224	171	322	162	164	
PADUCAH													
Paducah.....	Ky.	84.0	182	111,164	233	76,817	293	293	224	429	217	200	
McCracken.....	Ky.	84.0	182	111,164	233	76,817	293	293	224	429	217	200	
Paducah.....	Ky.	50.3	160	71,368	220	74,390	290	272	218	412	217	198	
STATE OF KENTUCKY.....		3,021.4	111	3,333,736	166	2,140,171	216	215	148	337	152	154	
LOUISIANA													
ALEXANDRIA.....	La.	103.8	135	113,231	166	69,082	210	222	150	324	141	139	
Rapides.....	La.	103.8	135	113,231	166	69,082	210	222	150	324	141	139	
Alexandria.....	La.	40.1	138	85,832	167	54,676	209	226	153	311	141	136	
Alexandria-Pineville.....	La.	49.6	146	70,672	171	59,367	206	223	153	320	140	138	
BATON ROUGE													
Baton Rouge.....	La.	210.0	184	356,531	200	178,072	232	232	175	332	160	164	
East Baton Rouge.....	La.	210.0	184	356,531	200	178,072	232	232	175	332	160	164	
Baton Rouge.....	La.	151.5	206	272,170	214	151,640	238	242	184	333	160	172	

LOUISVILLE LOWDOWN *by*



BILL CORUM — President, Churchill Downs, Home of the Kentucky Derby

"Every year the Derby brings me in contact with business leaders from all over the United States. Virtually all of them express amazement at Louisville's growth."



EDDIE RICKENBACKER — President, Eastern Air Lines

"Louisville's dramatic growth has been primarily responsible for the fact that Eastern Air Lines is flying sixty-four per cent more passengers in and out of Louisville than we did in 1951. Louisville is literally and figuratively flying places today. As far as its future is concerned, I can see no limit."



HENRY FORD — President, Ford Motor Co.

"The fact that we have invested many millions of dollars to enlarge our facilities in Louisville affirms our high opinion of this important sales area and its strategic position in the heart of the Midwest."



CHARLES K. RIEGER — Vice President, General Electric Co.

"We decided to locate Appliance Park in Louisville for several reasons. Among other things we were looking for a site near a city large enough to absorb the social and economic impact of Appliance Park. The more we learned about Louisville the more we were convinced it was our logical choice."



DAVID REYNOLDS — Vice President, Reynolds Metals Co.

"Reynolds Metals established its general sales headquarters in Louisville because its central midwestern location afforded maximum accessibility for our customers, plant executives and salesmen. Furthermore, Louisville's well-balanced economy and vigorous growth made it a favorable testing ground for many of our products."

READ THE WHOLE STORY OF
ONE OF AMERICA'S
LUSTIEST MARKETS

in the series of interesting and informative
advertisements currently appearing in . . .

Wall Street Journal Chicago Tribune
New York Times Detroit Free Press
Advertising Age

Sell LOUISVILLE for all its worth!

A Major American Market Where One Daily Newspaper Combination Reaches 99% of the People

The Courier-Journal
THE LOUISVILLE TIMES

382,689 Daily Combination • 313,261 Sunday • Represented Nationally By The Brannan Co.

THE DOMINANT STATION OF THE ARK-LA-TEX AREA

KTBS-TV

CHANNEL 3

SHREVEPORT, LOUISIANA

NBC

The TV Station with the BIG 3

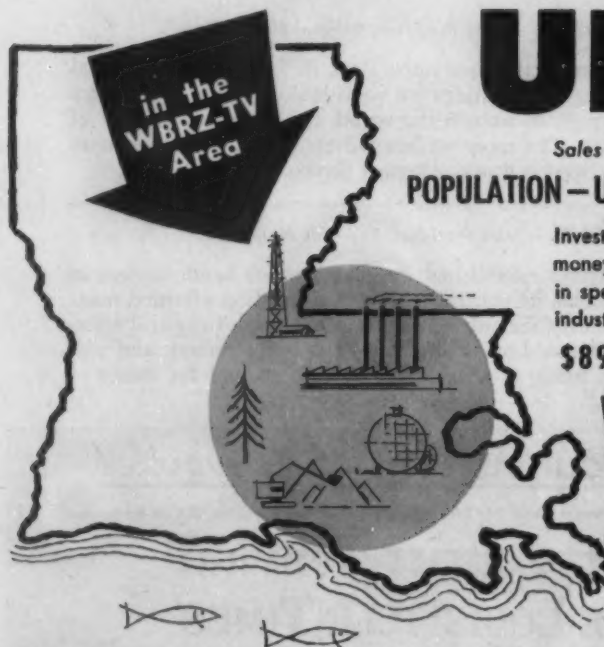
**MAXIMUM POWER
1153 FT. TOWER
LOW CHANNEL**

E. NEWTON WRAY, President and General Manager

Represented Nationally by EDWARD PETRY & CO., INC.

EFFECTIVE BUYING INCOME

UP 100%



Sales Management's Area Growth Ratings, 1945-55

POPULATION — UP 84% — FOOD STORE SALES — UP 209%

Invest your television dollars where more people have more money to spend—than ever before. The WBRZ area is rich in spendable dollars from oil, gas, sulphur, agriculture and industry.

\$899,481,000.00 SPENDABLE INCOME!

WBRZ

Channel 2

BATON ROUGE, LOUISIANA

POWER 100,000 WATTS — TOWER 1001 FT. 6 IN.

NBC — ABC

REPRESENTED BY HOLLINGBERRY

NEW

in New Orleans

Up goes the City Hall in the new New Orleans Civic Center grouping of multistory public buildings downtown! The new New Orleans is paced by such spectacular construction, including a \$65-million bridge over the Mississippi. What a market!



The Times-Picayune NEW ORLEANS STATES

Represented by Jann & Kelley, Inc.

CIRCULATION

286,447 SUNDAY
284,582 DAILY

A.B.C. Publisher's Statement 1st qtr. 1955

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
LAKE CHARLES	La.	114.5	189	177,884	213	104,885	274	278	194	375	177	194
Calcasieu	La.	114.5	189	177,884	213	104,885	274	278	194	375	177	194
Lake Charles	La.	60.3	209	108,112	229	85,798	286	285	200	323	176	192
MONROE-WEST MONROE	La.	84.7	135	115,281	179	93,457	219	211	189	329	145	189
Ouachita	La.	84.7	135	115,281	179	93,457	219	211	189	329	145	189
Monroe	La.	43.6	140	85,716	174	78,308	221	205	180	331	147	188
Monroe-West Monroe	La.	54.8	137	83,084	171	88,068	218	204	161	329	145	188
NEW ORLEANS	La.	782.7	135	1,204,613	183	776,560	240	243	180	315	172	202
Jefferson	La.	148.7	209	219,162	316	105,068	449	443	393	568	303	389
Orleans	La.	619.9	124	980,835	165	658,844	220	216	175	290	161	186
New Orleans	La.	619.9	124	980,835	165	658,844	220	216	175	290	161	186
St. Bernard	La.	14.1	164	15,616	447	12,848	765	699	338	1170	288	661
SHREVEPORT	La.	241.2	128	383,262	173	247,808	227	231	166	312	163	145
Bossier	La.	44.9	131	58,795	203	26,603	299	300	181	541	180	173
Caddo	La.	196.3	128	281,467	168	221,306	221	223	164	301	160	142
Shreveport	La.	150.9	143	245,686	176	202,122	222	225	164	308	160	143
STATE OF LOUISIANA		2,956.0	125	3,880,434	179	2,328,921	240	247	168	338	184	163
MISSISSIPPI												
BILOXI-GULFPORT	Miss.	115.7	185	153,324	210	86,607	316	309	214	488	202	213
Harrison	Miss.	115.7	185	153,324	210	86,607	316	309	214	488	202	213
Biloxi-Gulfport	Miss.	91.6	214	135,957	222	75,277	316	315	216	473	206	211

Paints the prettiest
sales picture for you
in Oklahoma

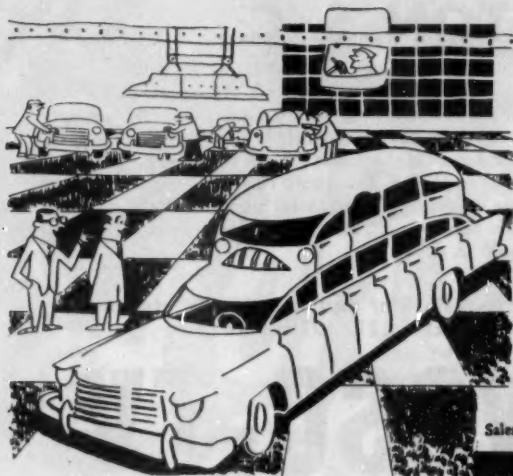


In color or monochrome . . . WKY-TV's proven leadership in coverage, penetration and audience acceptance in the large area of Oklahoma which it serves, assures the advertiser of a maximum audience for his sales promotion "picture."

Now in its 7th year of progressive operation, WKY-TV is years ahead in technical and production know-how in black and white TV . . . and leads the nation in accumulated color TV experience!

Contact your Katz representative for the latest Pulse and A.R.B. evidence of WKY-TV's rating dominance . . . and while you're at it, ask him about the Oklahoma SALES-SUCCESS of satisfied clients who are enjoying the beautiful "sales picture" WKY-TV paints for them!

"This is the kind we make for the Growing Greensboro Market!"



CARS ARE BIG BUSINESS in the Growing Greensboro Market here in North Carolina! . . . It's a double-barreled affair, as a matter of fact. First, the nation's top manufacturers of textile fabrics produce many millions of yards of upholstery for top car makers in the U.S. . . . And to complete our part of the automotive cycle, 1/6 of the entire state's population living here in the Growing Greensboro Market account for 1/5 of North Carolina's automotive sales. This calibre of purchasing holds true in all major retail sales categories in this thriving major market in the Carolinas . . . If you want to make sales where sales come easier—schedule the Growing Greensboro Market and the 105,000 daily circulation of the GREENSBORO NEWS and RECORD . . .

Only medium with dominant coverage in the Growing Greensboro Market, and with selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.



AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mds. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
JACKSON.....	Miss.....	189.8	137	223,078	151	143,709	222	210	176	317	156	149
Hinds.....	Miss.....	158.8	137	223,078	151	143,709	222	210	176	317	156	149
Jackson.....	Miss.....	114.0	153	178,380	156	128,032	220	214	180	295	158	146
STATE OF MISSISSIPPI.....		2,200.2	107	1,796,919	141	1,275,688	221	219	146	347	182	153
NORTH CAROLINA												
ASHEVILLE.....	N. C.....	130.2	119	180,154	156	111,825	203	192	163	264	143	147
Buncombe.....	N. C.....	130.2	119	180,154	156	111,825	203	192	163	264	143	147
Asheville.....	N. C.....	58.2	114	83,374	154	96,744	203	189	157	271	143	146
CHARLOTTE.....	N. C.....	219.2	134	361,729	175	236,809	226	230	189	286	157	150
Mecklenburg.....	N. C.....	219.2	134	361,729	175	236,809	226	230	189	286	157	150
Charlotte.....	N. C.....	149.2	136	270,321	176	220,300	227	230	189	272	157	151
DURHAM.....	N. C.....	109.9	129	156,147	165	109,865	212	209	163	268	143	170
Durham.....	N. C.....	109.9	129	156,147	165	109,865	212	209	163	268	143	170
Durham.....	N. C.....	73.6	119	112,293	159	104,053	210	204	165	270	143	166
FAYETTEVILLE.....	N. C.....	116.7	162	153,892	222	81,697	297	308	234	389	183	215
Cumberland.....	N. C.....	116.7	162	153,892	222	81,697	297	300	234	389	183	215
Fayetteville.....	N. C.....	43.4	181	56,251	231	71,657	296	299	233	389	183	217
GREENSBORO-HIGH POINT.....	N. C.....	210.3	130	312,556	187	251,503	257	249	219	348	172	179
Gulford.....	N. C.....	210.3	130	312,556	187	251,503	257	249	219	348	172	179
Greensboro.....	N. C.....	82.2	131	143,071	191	176,068	264	244	227	373	172	177
High Point.....	N. C.....	41.6	112	61,782	164	53,155	227	225	161	316	169	177

RETAIL SALES ARE UP 124% IN CHARLESTON, S. C.

Population Increased 36%
Effective Buying Income Up 80%
Total Retail Sales Up 124%
Food Sales Increased 124%
General Merch. Sales Up 59%
Furniture, Household, Radio Up 188%
Automotive Sales Up 55%
Drug Sales Increased 53%

It's good sense to sell in an expanding market, a buying market; In growth percentage Charleston is far ahead of U. S. averages for the past 10 years, and we've only just begun to bloom! Check our forecast . . . start your sales growing with us now!

Charleston's first and favorite TV station
reaching 212,637 set owners



WCSC-TV

CHANNEL 5
CHARLESTON, SOUTH CAROLINA

CBS ABC

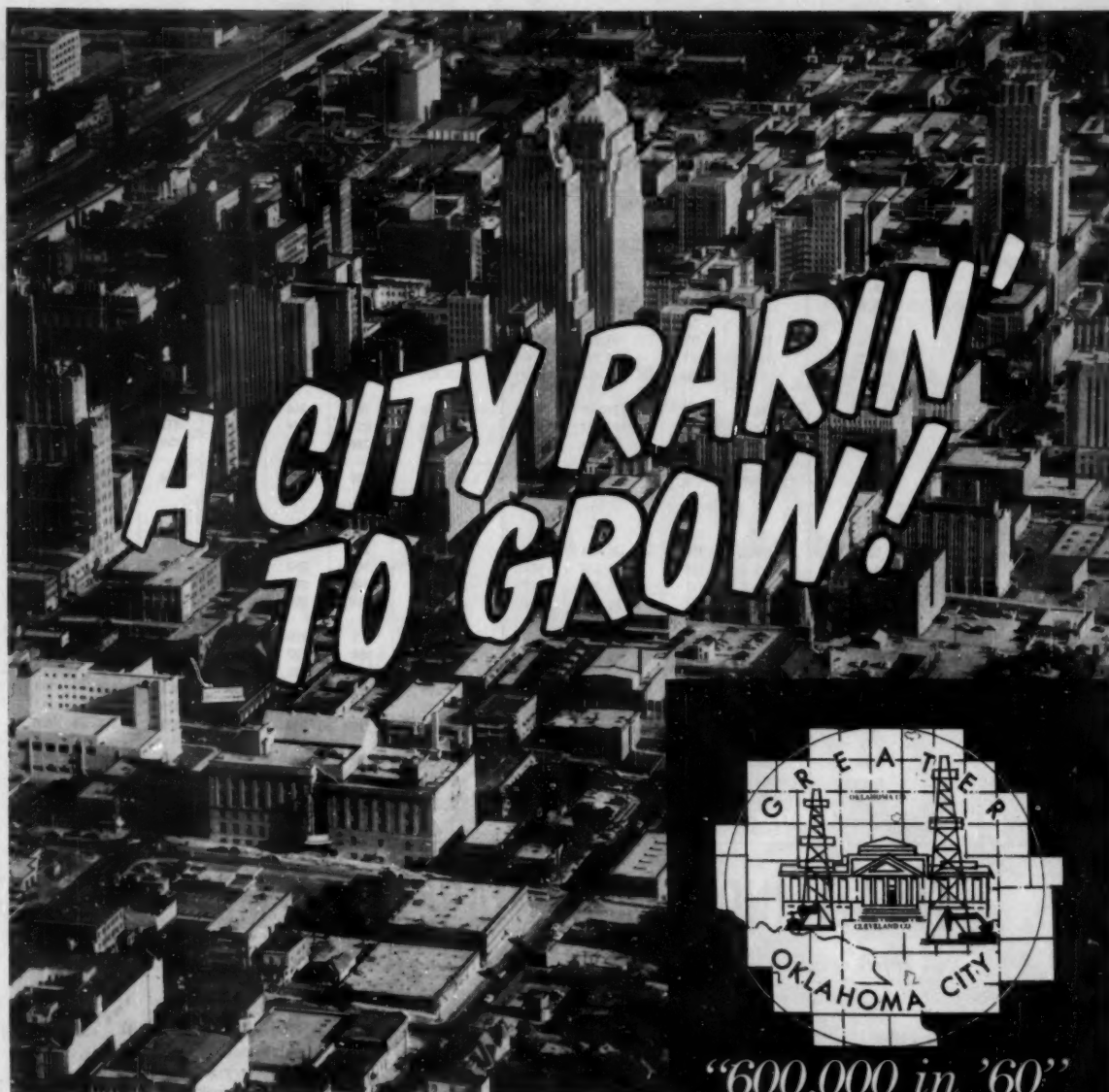
Represented nationally
by Free & Peters



AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Merch. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
RALEIGH.....	N. C.....	182.7	132	208,714	177	142,723	234	243	182	332	182	181
Wake.....	N. C.....	192.7	132	208,714	177	142,723	234	243	182	332	182	181
Raleigh.....	N. C.....	73.1	139	126,343	180	112,613	232	244	161	325	163	182
WILMINGTON.....	N. C.....	70.9	136	81,604	179	73,766	233	244	165	333	154	180
New Hanover.....	N. C.....	70.9	136	81,604	179	73,766	233	244	165	333	154	180
Wilmington.....	N. C.....	53.6	146	67,045	182	63,484	230	247	170	324	167	188
WINSTON-SALEM.....	N. C.....	182.4	127	230,014	170	132,390	225	231	173	306	166	170
Forsyth.....	N. C.....	182.4	127	230,014	170	132,390	225	231	173	306	166	170
Winston-Salem.....	N. C.....	99.6	126	156,938	170	119,549	225	232	173	288	166	168
STATE OF NORTH CAROLINA.....		4,360.2	120	4,449,936	170	3,006,214	233	235	180	341	180	184
OKLAHOMA												
OKLAHOMA CITY.....	Okla.....	367.8	138	601,682	170	422,377	227	232	181	256	189	145
Okla.....	Okla.....	367.8	138	601,682	170	422,377	227	232	181	256	189	145
Okla.....	Okla.....	277.1	132	471,471	168	384,005*	229*	229	201*	232	161	144
TULSA.....	Okla.....	278.4	134	497,964	174	356,893	242	243	191	359	173	185
Tulsa.....	Okla.....	278.4	134	497,964	174	356,893	242	243	191	359	173	185
Tulsa.....	Okla.....	226.7	149	435,092	190	349,436	291	270	196	374	177	165
STATE OF OKLAHOMA.....		2,276.8	106	2,996,685	153	2,025,728	209	207	152	320	146	144
SOUTH CAROLINA												
CHARLESTON.....	S. C.....	181.4	136	228,825	180	146,522	224	224	159	288	155	153
Charleston.....	S. C.....	181.4	136	228,825	180	146,522	224	224	159	288	155	153
Charleston.....	S. C.....	70.0	108	109,741	160	113,972	214	215	160	269	185	142

* Indexes based on revised Survey of Buying Power estimates as indicated. Oklahoma City General Merchandise outlets sales, \$62,906.



"600,000 in '60"

Oklahoma City is in an expansive mood! Young and growing — Greater Oklahoma City has zoomed from practically nothing a little over 50 years ago to a population of more than half a million today! Now its ambitious people are growing toward a new goal — 600,000 in 1960.

Greater Oklahoma City, an area within a thirty mile radius of the Oklahoma state capitol building, is fertile ground for growing sales. Here department store sales have gained for more than 18

months — through most of 1954 and the first 8 months of 1955.

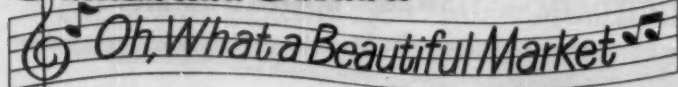
Oklahoma City construction of new homes, new buildings is breaking records everyday. That means new markets, new homes to furnish, new payrolls to be spent. A growing city is a busy market with buy-minded people!

Get your sales into the fertile field of Oklahoma City's growing momentum. Get your advertising in Oklahoma's forward-moving newspapers — The Daily Oklahoman and Oklahoma City Times.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

OKLAHOMA



Published by
THE OKLAHOMA PUBLISHING CO.
The Farmer-Stockman, WKY, WKY-TV
Represented by THE KATZ AGENCY

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
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COLUMBIA	S. C.	163.3	141	229,778	193	179,359	245	246	183	349	173	174
Richland	S. C.	163.3	141	229,778	193	179,359	245	246	183	349	173	174
Columbia	S. C.	95.1	136	145,720	189	156,854	242	243	188	317	173	174
GREENVILLE	S. C.	181.8	127	269,835	176	174,225	225	216	156	382	180	180
Greenville	S. C.	181.8	127	269,835	176	174,225	225	216	156	382	180	180
Greenville	S. C.	64.7	150	124,171	189	119,820	228	242	176	295	164	168
SPARTANBURG	S. C.	156.5	120	192,897	174	130,280	225	234	145	315	152	151
Spartanburg	S. C.	156.5	120	192,897	174	130,280	225	234	145	315	152	151
Spartanburg	S. C.	39.0	129	61,586	174	88,362	228	206	161	296	160	147
STATE OF SOUTH CAROLINA		2,247.7	119	2,296,165	173	1,495,320	225	227	157	333	156	159
TENNESSEE												
CHATTANOOGA	Tenn.	255.1	119	336,899	188	294,731	240	226	187	343	174	175
Walker	Ga.	41.5	128	46,619	174	21,211	246	210	184	406	161	174
Hamilton	Tenn.	213.6	117	288,200	167	263,620	240	231	187	339	175	175
Chattanooga	Tenn.	137.2	112	192,250	164	241,566	239	225	189	338	175	170
KNOXVILLE	Tenn.	354.7	130	463,368	169	321,607	229	228	172	316	156	169
Anderson	Tenn.	56.7	149	81,993	204	39,933	269	292	193	193	164	245
Blount	Tenn.	89.6	133	60,192	177	36,535	247	243	189	373	165	190
Maryville-Alcoa	Tenn.	16.5	142	24,781	179	27,411	242	224	168	363	165	146
Knox	Tenn.	236.4	128	321,200	180	245,139	218	209	172	321	154	151
Knoxville	Tenn.	127.7	115	190,569	155	221,407	216	203	173	326	154	150
MEMPHIS	Tenn.	524.7	134	614,968	166	619,118	221	220	172	326	156	149
Shelby	Tenn.	524.7	134	614,968	166	619,118	221	220	172	326	156	149
Memphis	Tenn.	441.9	137	712,308	157	686,797	229	222	173	327	156	147

TO ALL INDUSTRIAL MARKETING MEN

... who wish to strengthen Sales in these 28 vital categories:

Total manufacturing
Food & kindred products
Tobacco manufacturers
Textile mill products
Apparel & fabric products
Lumber & wood products
Furniture & fixtures
Paper & allied products
Printing & publishing

Transportation equipment
Instruments & related products
Miscellaneous manufacturing
Mining
Services (business & professional)
Chemicals & allied products
Petroleum & coal products
Rubber products
Leather & leather products

Stone, clay & glass
Primary metal industries
Fabricated metal products
Machinery (except electrical)
Electrical machinery, equipment, etc.
Contract construction
Public utilities
Wholesale trade
Retail trade
Finance, insurance, real estate

NOW you can obtain IBM card estimates of current (1955) employment in the above categories for every county.

NOW you can make great advances in setting market quotas, and you can carry market planning several steps beyond the industrial potential data published in the 1955 SURVEY OF BUYING POWER.

This information, available by county, matched with other data on consumer markets (population, income, residential, construction, sales, etc.) makes possible the most complete county breakdowns of industrial potentials ever developed.

For example . . . If you are able to allocate your total national sales to any of the above 28 categories—or combinations—we will be able to provide you with IBM listings showing how much dollar potential you should realize in every county . . . in every industrial category of significance to you.

Tell us which of the above factors represent important customers to you. We will give you specific cost estimates on preparing special analytical listings geared to your specific needs.

Write to:

MARKET STATISTICS, INC.

432 Fourth Avenue, New York 16, N. Y.

Research Consultants to

SALES MANAGEMENT

The Magazine of Marketing

Pardon Please

Our Statistics Are Showing Again!

1940-1955

Family increase within
the City of Memphis..... **+53.1%**

Circulation increase of the
Commercial Appeal (Daily)..... **+93.1%**

Circulation increase —
Memphis Press-Scimitar **+71.5%**

Circulation increase —
Commercial Appeal (Sunday)..... **+82.1%**

And that's outgrowing market growth by a healthy
margin . . . So in Memphis—put it in C.A.P.S.

Two Dailies and the South's Greatest Sunday Newspaper

THE **C**OMMERCIAL **A**PPEAL ~ MEMPHIS **P**RESS-**S**CIMITAR

SCRIPPS-HOWARD NEWSPAPERS



AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
NASHVILLE	Tenn.	348.5	128	533,435	168	386,100	232	227	180	324	163	183
Davidson	Tenn.	348.5	128	533,435	168	386,100	232	227	180	324	168	183
Nashville	Tenn.	177.5	110	267,163	150	332,730	230	217	191	320	147	146
STATE OF TENNESSEE		3,372.4	118	3,771,856	186	2,726,493	226	222	165	344	157	157
TEXAS												
ABILENE	Tex.	71.8	143	116,199	190	96,399	263	249	182	383	172	162
Taylor	Tex.	71.8	143	116,199	190	96,399	263	249	182	383	172	162
Abilene	Tex.	54.5	163	95,165	200	88,614	265	252	183	386	172	164
AMARILLO	Tex.	114.7	168	222,500	204	184,202	254	237	174	398	177	168
Potter	Tex.	94.6	158	179,753	199	152,160	250	236	175	388	166	156
Amarillo	Tex.	104.5	178	203,414	208	149,340	248	236	175	388	166	155
Randall	Tex.	20.1	207	42,847	251	12,042	308	298	150	310	198	203
AUSTIN	Tex.	181.6	143	269,247	187	193,782	240	233	185	337	163	170
Travis	Tex.	181.6	143	269,247	187	193,782	240	233	185	337	163	170
Austin	Tex.	167.1	163	258,847	197	187,299	240	236	186	340	163	171
BEAUMONT-PORT ARTHUR	Tex.	218.9	138	379,980	181	280,232	234	237	169	335	163	171
Jefferson	Tex.	218.9	138	379,980	181	280,232	234	237	169	335	163	171
Beaumont	Tex.	105.7	146	184,736	187	182,482	236	243	175	353	162	166
Port Arthur	Tex.	62.9	130	111,668	175	88,231	229	226	157	302	167	176
BROWNSVILLE-HARLINGEN												
McAllen	Tex.	353.6	160	325,044	213	250,494	276	278	199	414	176	180
Cameron	Tex.	159.3	164	165,501	217	122,181	282	284	205	392	179	183
Harlingen	Tex.	30.1	178	37,688	228	50,256	285	285	210	425	182	190
Brownsville-Harlingen-McAllen	Tex.	97.9	167	108,677	219	129,057	283	286	211	407	182	195
Hidalgo	Tex.	194.5	157	159,543	200	128,313	271	274	193	431	173	187
CORPUS CHRISTI	Tex.	211.5	177	328,730	229	232,223	293	297	222	458	203	216
Nueces	Tex.	211.5	177	328,730	229	232,223	293	297	222	458	203	216
Corpus Christi	Tex.	166.5	204	256,097	244	203,619	296	299	229	458	203	217



Write for complete
market data folder

CIRCULATION
91,527

ABC Publishers Statement
6 mos. ending Mar. 31, 1955

Represented nationally by
Texas Harte-Hanks Newspapers
Headquarters:

National City Bldg., Dallas
Chicago Atlanta New York

CORPUS CHRISTI

8th

IN THE NATION

1945-1954 RATE OF RISE IN

EFFECTIVE BUYING INCOME

—Now \$328,730,000—

16th in Population Growth—now 211,500

10th in Retail Sales — now \$232,223,000

The Corpus Christi metropolitan area keeps right on
zooming in income, in people, in sales. For the future,
Sales Management predicts a population gain to 78th
in the nation by 1965—passing 23 other metropolitan areas.

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS

OUT-OF-TOWN CUSTOMERS ACCOUNT FOR 38.1% OF DALLAS' RETAIL SALES!

DALLAS
CITY LIMITS

DALLAS merchants realized \$373,698,000 of their \$980,834,000 retail volume last year from out-of-town customers — North Texans who naturally turn to Dallas, their big, Metropolitan market center.

What was bought and where was not happenstance. As one Dallas store reports, 95% of its non-resident charge account customers subscribe to The Dallas News.

Logically, the advertising preference of the major department stores is The News.

Your Dallas-directed advertising will sell more with the advantages of The News' broader coverage and greater influence over the larger, richer 72-county Dallas Market that only The Dallas News has the circulation to deliver.

According to Consumer Markets' Editor, Edwin Goldstein, the buying of non-residents affected Dallas' 1954 sales volume as follows:

	Dallas City Sales*	% of Dallas City Sales* To Non-Residents
Total Retail Sales...	\$980,834,000	38.1%

*Includes both direct and mail order sales

If you'd like to know more about Dallas, the Dallas Market or The Dallas Morning News, our representative should have the answer on hand — or, The News' professional research staff will welcome your specific inquiry addressed to the Advertising Director.

ONLY THE DALLAS NEWS COVERS THE BIGGER DALLAS MARKET

The Dallas Morning News

DALLAS' LARGEST NEWSPAPER: More people BUY The News . . . more people READ The News . . . more people are INFLUENCED by The News than any other North Texas Newspaper

CRESMER & WOODWARD, INC. National Representative • New York • Chicago • Detroit • Los Angeles • San Francisco • Atlanta

**SPACE
BUYERS
AGREE...**

**THE CHRONICLE is the DOMINANT
NEWSPAPER in HOUSTON!!!**

**Almost as much as
Both other papers
COMBINED!**

Leading in
Retail ...
General ...
Automotive ...
and Classified!

***TOTAL ADVERTISING (First Nine Months 1955)**

CHRONICLE . . . 30,779,582
POST 22,696,293
PRESS 8,381,234

**Source: Media Records*

**THE
REASON...**

Results!

THE HOUSTON CHRONICLE

JESSE H. JONES, Publisher
JOHN T. JONES, JR., President

R. W. MCCARTHY, Advertising Director
M. J. GIBBONS, General Advertising Mgr.

THE BRANHAM COMPANY—National Representatives

42 CONSECUTIVE YEARS OF LEADERSHIP IN ADVERTISING AND CIRCULATION

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
DALLAS.....	Tex.....	751.3	199	1,404,440	205	1,033,463	260	265	225	315	189	205
Dallas.....	Tex.....	751.3	199	1,404,440	205	1,033,463	260	265	225	315	189	205
Dallas.....	Tex.....	570.0	168	1,135,650	202	873,977	246	266	206	273	153	191
EL PASO.....	Tex.....	248.0	163	369,908	211	241,551	268	273	202	367	184	193
El Paso.....	Tex.....	248.0	163	369,908	211	241,551	268	273	202	367	184	193
El Paso.....	Tex.....	180.0	169	263,157	213	214,643	266	267	203	366	183	190
FORT WORTH.....	Tex.....	486.5	175	819,294	221	610,477	275	275	206	391	184	192
Ft. Worth.....	Tex.....	486.5	175	819,294	221	610,477	275	275	206	391	184	192
Ft. Worth.....	Tex.....	339.5	160	601,575	212	561,080	274	270	206	401	185	191
GALVESTON.....	Tex.....	129.9	143	219,135	184	154,397	235	227	177	362	168	195
Galveston.....	Tex.....	129.9	143	219,135	184	154,397	235	227	177	362	168	195
Galveston.....	Tex.....	71.7	120	127,611	168	107,095	223	213	173	336	155	177
HOUSTON.....	Tex.....	1,012.0	163	1,899,026	207	1,199,351	261	271	206	386	181	191
Harris.....	Tex.....	1,012.0	163	1,899,026	207	1,199,351	261	271	206	386	181	191
Houston.....	Tex.....	700.1	155	1,351,029	209	1,012,525	265	259	210	373	161	181
Baytown.....	Tex.....	26.6	147	89,266	246	50,904	344	364	271	505	235	246
LAREDO.....	Tex.....	63.3	132	50,094	181	52,583	239	249	186	345	161	170
Webb.....	Tex.....	63.3	132	50,094	181	52,583	239	249	186	345	161	170
Laredo.....	Tex.....	59.1	136	44,537	166	51,483	243	259	186	354	161	170

In Texas...

FORT WORTH is growing FASTER!

According to Sales Management... here is the
PERCENTAGE OF INCREASE, 1945-1955

	FORT WORTH	HOUSTON	DALLAS
Population	178%	163%	159%
Effective Buying Income	221%	207%	205%
Retail Sales	275%	261%	260%

PROOF POSITIVE! . . . that FORT WORTH
is one of America's leading markets covered by

THE FORT WORTH STAR-TELEGRAM

250,090

Daily
Circulation
Morning and Evening

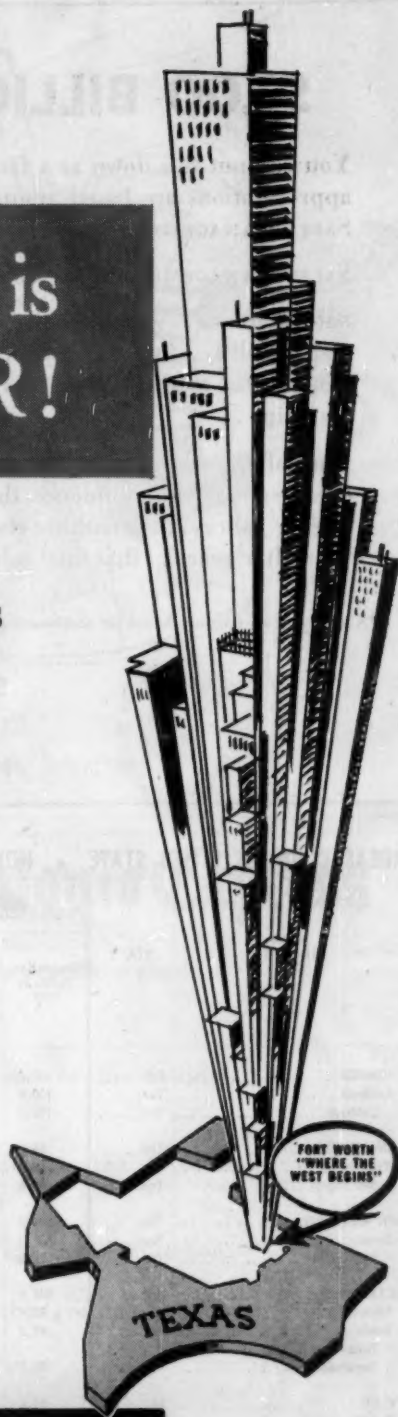


232,344

Sunday

TEXAS' BUSIEST SALESMAN!

As filed with the Audit Bureau of Circulation, subject
to audit, for 6 months average ending March 31, 1955.



FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

. . . without the use of schemes, premiums or contests—"Just a Good Newspaper"

\$200 BILLION ON ITS ACCURACY

You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT's Survey of Buying Power.

SALES MANAGEMENT alone can make that statement.

Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 27 years ago . . . the Survey of Buying Power was established as a regular issue of SALES MANAGEMENT, the sales executives' magazine . . .

The fabulous acceptance of the Survey today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects *through the use of Survey figures* . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year . . . that final sales results bear out the Survey's ACCURACY.

*A conservative estimate based on continuous sampling and analysis of Sales Management's Circulation by Market Statistics, Inc.

SALES MANAGEMENT

The Magazine of Marketing

386 Fourth Avenue, New York 16, N. Y.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Merce. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
LUBBOCK	Tex.	140.8	199	250,358	230	175,079	209	275	210	435	182	190
Lubbock	Tex.	140.8	199	250,358	230	175,079	209	275	210	435	182	190
Lubbock	Tex.	110.0	231	206,806	253	186,937	226	267	210	433	182	191
SAN ANGELO	Tex.	69.8	153	111,764	182	77,057	221	220	156	334	147	134
Tom Green	Tex.	69.8	153	111,764	182	77,057	221	220	156	334	147	134
San Angelo	Tex.	62.5	174	102,897	192	70,876	219	219	154	331	147	134
SAN ANTONIO	Tex.	549.2	141	788,517	189	554,353	246	246	196	343	173	178
Bexar	Tex.	549.2	141	788,517	189	554,353	246	246	196	343	173	178
San Antonio	Tex.	470.5	153	614,410	196	533,673	249	256	199	343	173	179
TEXARKANA	Ark.	102.6	124	186,488	171	95,673	262	266	180	388	176	176
Miller	Ark.	35.4	116	36,325	173	36,830	273	267	180	414	196	174
Bowie	Tex.	67.2	128	72,163	170	68,848	288	286	180	388	167	176
Texarkana (Tex.), Texarkana (Ark.)	Tex.-Ark.	47.7	147	59,943	190	77,363	280	284	191	388	185	175
TYLER	Tex.	76.4	113	99,301	161	80,479	216	213	146	342	157	137
Smith	Tex.	76.4	113	99,301	161	80,479	216	213	146	342	157	137
Tyler	Tex.	49.4	157	76,159	183	70,729	219	213	151	348	157	136
WACO	Tex.	140.0	129	190,381	159	166,407	259	250	193	409	176	175
McLennan	Tex.	140.0	129	190,381	159	166,407	259	250	193	409	176	175
Waco	Tex.	161.5	155	147,780	204	141,942	262	246	195	403	176	172
WICHITA FALLS	Tex.	122.5	152	205,622	192	130,843	241	224	172	361	171	166
Wichita	Tex.	122.5	152	205,622	192	130,843	241	224	172	361	171	166
Wichita Falls	Tex.	102.1	194	184,211	213	106,326	243	227	173	369	171	160
STATE OF TEXAS		8,865.1	131	12,822,892	169	9,008,588	243	240	184	362	184	167

Some
things
will be
DIFFERENT
in 1965



SAN ANTONIO NEWS and **San Antonio Express**

route carriers may be delivering to air homes via uni-copters...
...and 5-D Color television on KENS-TV will be an excellent alternate
with 4-D radio on KENS...

But... The **SAN ANTONIO EXPRESS** will still be the favorite
morning paper.

The **SAN ANTONIO NEWS** will still be the favorite
afternoon paper.

KENS-CBS affiliate, will still be the favorite radio station.

KENS-TV-CBS affiliate, will still be the favorite television
station!

ALL very important business and community members of the Express
Publishing Company family in San Antonio —
"America's Fastest Growing Major City".



Now on the Air!

We have operated the leading newspapers in our area for 37 years —
the leading radio station for 31 years — now, with the same
progressive spirit, we have begun to take a leading role in television.

WDBJ-TV CHANNEL 7 • ROANOKE, VA.

Owned and operated by *TIMES-WORLD CORPORATION*,
FREE & PETERS, INC., National Representatives.

For full
information
call us
or ask
Free
&
Peters



AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mds. Index 1954 1945	Furn- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
VIRGINIA												
DANVILLE.....	Va.....	109.8	119	116,969	156	90,229	226	227	171	313	160	156
Pittsylvania.....	Va.....	109.8	119	116,969	156	90,229	226	227	171	313	160	156
Danville.....	Va.....	46.8	147	67,130	180	76,671	252	254	190	342	177	172
HAMPTON-NEWPORT NEWS-												
WARWICK.....	Va.....	175.0	166	259,163	192	161,968	260	257	186	363	170	191
Newport News.....	Va.....	175.0	166	259,163	192	161,968	260	257	186	363	170	191
Newport News.....	Va.....	45.3	121	63,641	166	101,460	250	246	184	359	165	168
Hampton-Newport News- Warwick.....	Va.....	175.0	166	259,163	192	161,968	260	257	186	364	170	191
LYNCHBURG												
Lynchburg.....	Va.....	81.7	116	104,613	146	90,050	206	198	156	274	150	149
Campbell.....	Va.....	81.7	116	104,613	146	90,050	206	198	156	274	150	149
Lynchburg.....	Va.....	50.2	116	73,373	144	75,324	203	190	159	262	150	149
NORFOLK-PORTSMOUTH												
Norfolk.....	Va.....	521.7	166	805,926	185	482,443	250	245	211	362	166	166
Norfolk.....	Va.....	409.1	157	732,622	182	451,553	247	244	194	362	165	164
Norfolk.....	Va.....	257.5	172	612,988	185	314,694	239	234	181	344	162	155
Portsmouth.....	Va.....	86.4	142	129,976	175	89,947	246	236	198	342	164	162
Norfolk-Portsmouth-South Norfolk	Va.....	385.7	163	657,605	184	423,120	244	242	185	345	161	160
Princess Anne.....	Va.....	92.6	163	73,104	225	36,890	316	295	246	348	166	203
RICHMOND												
Richmond.....	Va.....	360.6	125	597,092	152	421,625	205	201	170	310	149	146
Chesterfield *.....	Va.....	47.0	140	65,963	196	8,608	205	204	163	475	154	148
Henrico.....	Va.....	313.6	125	531,509	151	412,617	205	201	170	306	149	146
Richmond.....	Va.....	239.6	121	437,965	147	399,370	205	199	170	307	151	145
ROANOKE												
Roanoke.....	Va.....	144.1	125	223,125	153	166,411	214	217	163	311	153	150
Roanoke.....	Va.....	144.1	125	223,125	153	166,411	214	217	163	311	153	150
Roanoke.....	Va.....	98.5	131	164,191	157	140,756	216	220	161	311	151	140

* Chesterfield County Data excludes Colonial Heights (Independent City) Data.

Our 28th Annual Review Number

On March 31, 1956 we will publish our 28th Annual Review Number. Containing directories of accounts in the South doing national and regional advertising, Southern advertising agencies, executive personnel in the wide field of advertising in the 15 states from Maryland to Texas and Oklahoma—including District of Columbia—this issue is used the year around.

In no other single volume is this wealth of material available. For years it has been accepted not as just another special issue, but as the standard reference book on the subject. It is the regular March issue, containing all the usual news and features, plus the directory material.

If you are not a regular advertiser in Southern Advertising and Publishing, the Annual Review Number is the next best medium to get your message before the Southern advertising field as such.

Rates: \$250 full page; \$185 2/3 page; \$150 1/2 page; \$110 1/3 page. Close March 10. We will appreciate an opportunity to explain further the advantages and acceptance of our Annual.

Southern Advertising & Publishing

. . . the hometown medium of the South . . .

75 THIRD ST., N.W. ATLANTA, GA. TEL.: VERNON 6646

One of Nine Abernethy Publications

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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PETERSBURG-HOPEWELL-												
COLONIAL HEIGHTS.....	Va.....	96.9	127	115,757	157	72,862	209	206	141	208	145	183
Dinwiddie.....	Va.....	96.3	117	58,850	142	52,818	199	193	136	261	142	151
Petersburg.....	Va.....	37.5	121	47,181	145	49,886	200	197	157	261	145	146
Petersburg-Hopewell-Colonial Heights.....	Va.....	82.2	141	79,398	189	67,184	210	210	156	208	146	180
Prince George.....	Va.....	34.0	143	45,259	172	18,923	236	237	174	395	155	159
Hopewell.....	Va.....	18.1	204	29,558	292	14,466	244	249	165	394	159	160
Colonial Heights.....	Va.....	6.6	194	11,967	188	3,121	261	234	168	387	167	164
STATE OF VIRGINIA.....		3,646.6	130	4,763,636	164	2,950,585	231	229	174	345	167	164
WEST VIRGINIA												
CHARLESTON.....	W. Va.....	329.6	114	460,285	159	309,957	198	203	136	293	133	136
Fayette.....	W. Va.....	79.2	103	99,710	137	84,714	167	173	111	304	129	127
Kanawha.....	W. Va.....	241.4	118	370,876	165	246,243	207	210	149	291	144	140
Charleston.....	W. Va.....	74.9	112	147,127	160	109,572	203	201	159	273	142	134
Charleston-South Charleston.....	W. Va.....	95.0	120	195,963	166	109,366	207	207	161	279	144	142
HUNTINGTON-ASHLAND.....	W. Va.....	255.0	115	332,961	168	217,624	210	211	148	303	145	143
Boyd.....	Ky.....	82.0	115	72,217	163	46,640	206	213	164	302	147	140
Lawrence.....	Ohio.....	51.7	115	90,823	171	36,414	223	213	149	311	140	147
Cabell.....	W. Va.....	111.0	115	164,581	162	123,779	205	203	145	293	143	139
Huntington.....	W. Va.....	81.5	115	145,313	164	119,445	205	204	166	295	143	141
Wayne.....	W. Va.....	46.3	115	35,940	166	10,791	232	277	116	435	175	195
WHEELING-STEUBENVILLE.....	W. Va.....	352.2	104	535,822	148	316,412	185	187	128	273	141	127
Belmont.....	Ohio.....	86.6	102	114,421	148	62,345	196	194	130	277	144	131
Bellaire-Martins Ferry.....	Ohio.....	25.7	100	36,242	147	27,080	184	196	179	298	145	131
Jefferson.....	Ohio.....	96.3	107	153,822	147	94,184	182	185	106	275	147	128
Steubenville.....	Ohio.....	36.3	104	71,952	143	64,406	176	185	97	280	147	121
Brooks.....	W. Va.....	28.0	105	39,186	151	18,738	193	197	145	341	129	142
Hancock.....	W. Va.....	34.4	111	86,725	159	23,988	203	198	150	369	148	162
Marshall.....	W. Va.....	34.1	93	41,599	157	20,944	216	219	139	327	163	164
Ohio.....	W. Va.....	70.6	103	119,700	143	96,943	178	173	139	257	134	110
Wheeling.....	W. Va.....	61.2	106	106,966	145	85,219	177	173	142	260	134	110
STATE OF WEST VIRGINIA.....		1,963.0	107	2,325,933	155	1,496,295	191	194	129	289	136	137

Not a REVIEW . . . but a PREVIEW

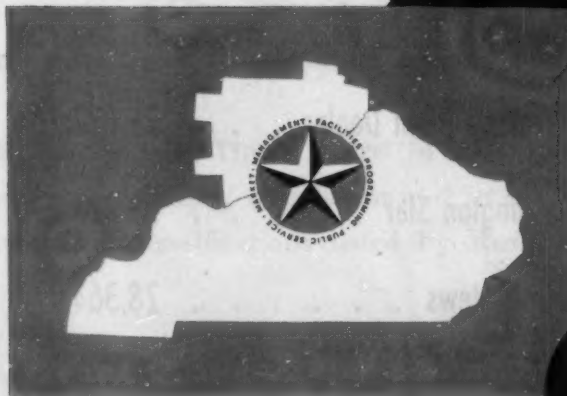
of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

**almost everybody
listens to radio . . .**

**. . . in the WHAS market area
where 83% of the 1,930,000 adults listen to radio
in an average week . . . And where 160 stations
compete for this huge audience, one station stands out.
WHAS commands more than a 49% share
of this audience in an average week.**

**Politz proves there IS a difference
between RADIO and radio . . .**

in many more ways than one.



**go where there's growth . . .
go WHAS**



VICTOR A. SHOLIS, Director

NEIL CLINE, Station Manager

Associated with the Courier-Journal and Louisville Times

Represented Nationally by Henry I. Christal Co., Inc.

First in the Nation



- | | | |
|----|----------------------------------|------------|
| 1 | Los Angeles Times | 38,131,307 |
| 2 | Milwaukee Journal | 34,442,092 |
| 3 | Chicago Tribune | 32,980,196 |
| 4 | Miami Herald | 32,420,699 |
| 5 | New York Times | 31,259,768 |
| 6 | Cleveland Plain Dealer | 29,827,264 |
| 7 | Washington Star | 29,825,690 |
| 8 | Detroit News | 28,364,777 |
| 9 | Houston Chronicle | 27,237,421 |
| 10 | Baltimore Sun | 26,102,018 |

Source: Media Records (First 8 months of 1955).

in Total Advertising

For the first eight months of 1955, the Los Angeles Times again was the leading newspaper in the nation in total advertising published.

Media Records figures for this period also showed The Times in Number One position nationally in Retail Advertising (18,601,432 lines) and Classified Advertising (13,129,418 lines).

In the ever growing, third largest market in the United States, these local advertisers are pointing the way to the medium that gets results.

The Los Angeles Times is first in its field in daily, Sunday and home-delivered circulation and in 96 of the 114 advertising classifications listed by Media Records.

LOS ANGELES

Times

Represented by
Cresmer and Woodward,
New York, Chicago,
Detroit, Atlanta
and San Francisco



Far West

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND

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TOTAL U. S. A.		162,566.4	123	231,132,966	170	170,634,796	218	215	159	331	188	187
ARIZONA												
PHOENIX	Ariz.	459.0	191	686,863	236	498,840	302	300	224	480	195	206
Mariopas	Ariz.	459.0	191	686,863	236	498,840	302	300	224	480	195	206
Phoenix	Ariz.	140.9	176	244,028	231	344,235	305	306	225	476	200	202
TUCSON	Ariz.	210.5	213	320,937	243	210,657	295	282	224	406	189	219
Pima	Ariz.	210.5	213	320,937	243	210,657	295	282	224	406	189	219
Tucson	Ariz.	53.1	139	94,621	207	167,031	292	274	231	476	186	207
STATE OF ARIZONA		899.1	172	1,378,624	228	1,005,655	278	276	186	465	183	200
CALIFORNIA												
BAKERSFIELD	Cal.	252.7	180	425,750	175	283,740	228	221	162	359	150	158
Kern	Cal.	252.7	180	425,750	175	283,740	228	221	162	359	150	158
Bakersfield	Cal.	42.8	141	87,011	166	142,810	214	200	162	343	148	157

NUMBER ONE STATION IN THE NUMBER THREE MARKET*

SUCCESS THE STORY OF OUR LIFE

A combination of ALL tired cliches about success still doesn't add to a complete story of KOPO-TV, and the Tucson market. For KOPO was labeled "Success" from its inception, providing the greatest single impact ever to hit this area. And like chalk, our success has a way of rubbing off on solidly sold clients. The KOPO story is one of market dominance in the nation's leading new markets . . . Tucson's way out front of the national index in population by 90; E.B.I. by 73; retail sales by 77 index points!

KOPO TV
Channel 13

A GENE AUTRY enterprise
TUCSON, ARIZONA

E. S. Mittendorf, General Manager
Geo. P. Hollingbery, Representative.

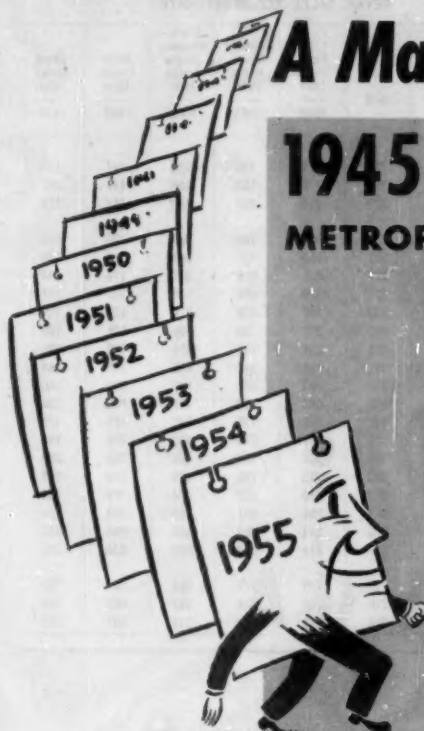
- * 3rd in population
- * 3rd in E.B.I.
- * 8th in retail sales

NATIONAL GROWTH
Sales Management figures herein



FABULOUS PHOENIX

A Major Market on the MARCH



1945-1955 PHOENIX IN TOP TEN IN
ALL 8 CATEGORIES IN
METROPOLITAN AREA GROWTH RANKINGS*

- 5th** in Population
- 4th** in Effective Buying Income
- 4th** in Total Retail Sales (tie)
- 4th** in Food Store Sales (tie)
- 8th** in General Merchandise Store Sales (tie)
- 3rd** in Furniture-Household-Radio Store Sales
- 8th** in Automotive Store Sales
- 10th** in Drug Store Sales (tie)



1955-1965 *Sales Management* Predicts
PHOENIX WILL RANK 28th IN POPULATION
Among the Nation's Metropolitan Areas*

passing all these cities:

- | | |
|-----------------------------|----------------------|
| Louisville | Indianapolis |
| Birmingham | Hartford-New Britain |
| New Haven-Waterbury | Worcester |
| Bridgeport-Stamford-Norwalk | Youngstown |
| Columbus, Ohio | San Antonio |
| Albany-Schenectady-Troy | Memphis |
| Norfolk-Portsmouth | Tampa-St. Petersburg |
| Rochester | Dayton |
| Springfield-Holyoke | Fort Worth |

*Sales Management, Nov. 10, 1955

The one-buy, single-insertion PHOENIX REPUBLIC AND GAZETTE, daily and Sunday, delivers complete saturation of Metropolitan Phoenix, containing about half of Arizona's entire population, plus state-wide coverage.

Represented Nationally
by The Kelly-Smith Co.

THE PHOENIX REPUBLIC AND GAZETTE
PHOENIX, ARIZONA



AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
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FRESNO.....	Cal.....	300.1	145	409,463	174	367,861	226	219	153	320	147	167
Fresno.....	Cal.....	300.1	145	409,463	174	367,861	226	219	153	320	147	167
Fresno.....	Cal.....	109.7	155	202,096	177	240,171	224	215	132	306	151	170
LOS ANGELES-LONG BEACH.....	Cal.....	5,379.8	189	10,143,970	193	6,934,615	254	232	193	380	170	194
Los Angeles.....	Cal.....	5,043.3	185	9,096,209	190	6,582,538	252	230	191	335	177	193
Los Angeles.....	Cal.....	2,157.3	133	4,253,067	170	3,306,799	231	235	169	353	173	184
Long Beach.....	Cal.....	269.1	166	570,260	197	479,960	271	270	262	468	182	197
Pasadena.....	Cal.....	114.8	132	248,057	179	260,072	252	233	220	370	179	194
Glendale.....	Cal.....	113.9	136	256,829	177	203,828	243	229	160	330	175	185
Santa Monica.....	Cal.....	77.0	123	161,290	155	163,136	263	250	216	421	183	199
Beverly Hills.....	Cal.....	30.4	116	142,583	168	148,782	243	180	449	416	174	181
Burbank.....	Cal.....	91.4	176	170,432	237	124,657	332	326	258	503	197	230
Inglewood.....	Cal.....	83.1	180	106,051	296	106,097	292	294	250	495	182	202
Alhambra.....	Cal.....	84.2	128	106,457	172	93,967	239	212	179	467	170	177
Huntington Park.....	Cal.....	30.3	111	65,005	156	90,835	223	227	165	423	189	148
Compton.....	Cal.....	61.5	210	101,265	279	106,375	306	325	147	495	209	239
Pomona.....	Cal.....	48.7	176	82,679	206	75,105	263	256	180	460	179	186
South Gate.....	Cal.....	53.0	147	95,776	191	50,394	262	246	235	474	172	206
Whittier.....	Cal.....	32.0	172	66,446	222	65,427	311	295	241	455	204	224
Orange.....	Cal.....	336.5	269	547,761	242	382,077	308	289	289	500	204	223
Santa Ana.....	Cal.....	59.6	165	101,649	230	130,091	327	314	355	521	234	231
SACRAMENTO.....	Cal.....	355.6	171	661,117	191	418,092	239	238	174	363	154	160
Sacramento.....	Cal.....	355.6	171	661,117	191	418,092	239	238	174	363	154	160
Sacramento.....	Cal.....	157.0	135	340,736	171	326,343	228	221	170	346	161	152

As a complement to this issue...

Sales Management's

1955 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

You can visualize:

1. All Metropolitan County Areas.
2. County names... for all U. S. Counties... most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by county shadings...
 Red—for counties with \$100 million or more.
 Green—for counties with \$50 million to \$100 million.
 Yellow—for counties with \$25 million to \$50 million.
 Blue—for counties with \$10 million to \$25 million.
4. 1570 cities with retail sales of \$20 million or more.
5. City populations indicated—(as of January 1, 1955).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

Price: \$2.50 a single copy; \$1.75 each for two or more copies.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

A
Newspaper
of Tremendous
ADVERTISING
RESPONSEABILITY!



"LARGEST EVENING CIRCULATION IN THE WEST"

Represented Nationally by Moloney, Regan and Schmitt, Inc.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE							
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mdis. Index 1954 1945	Furn.- House.- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945	
SAN BERNARDINO-RIVERSIDE-													
ONTARIO	Cal.	885.9	179	632,843	218	647,640	288	283	288	428	175	217	
Riverside	Cal.	218.1	170	283,951	211	252,931	281	271	203	430	189	208	
Riverside	Cal.	60.6	159	88,968	202	98,811	275	254	200	415	188	204	
San Bernardino	Cal.	377.8	184	538,882	222	384,700	282	290	210	427	179	223	
San Bernardino	Cal.	81.7	164	128,103	208	186,687	282	281	217	393	186	227	
Ontario-Upland	Cal.	47.8	186	71,548	238	83,954	281	277	204	451	198	214	
SAN DIEGO													
San Diego	Cal.	737.1	188	1,316,524	223	798,689	289	281	205	428	182	208	
San Diego	Cal.	737.1	188	1,316,524	223	798,689	289	281	205	428	182	208	
San Diego	Cal.	477.3	191	877,650	216	568,326	276	269	200	407	188	201	
SAN FRANCISCO-OAKLAND													
Alameda	Cal.	2,583.5	180	5,345,673	176	3,117,326	222	221	183	344	180	185	
Alameda	Cal.	847.6	145	1,068,443	170	1,046,963	219	212	188	338	185	154	
Oakland	Cal.	415.2	129	835,788	189	695,968	211	198	188	327	182	148	
Berkeley	Cal.	117.8	128	287,365	183	127,177	202	203	184	324	147	141	
Alameda	Cal.	71.9	154	138,589	187	82,830	245	235	171	431	161	174	
Hayward	Cal.	30.1	310	51,108	291	61,419	313	322	885	534	205	233	
Contra Costa	Cal.	363.3	190	637,637	234	297,876	383	312	205	802	189	227	
Richmond	Cal.	110.0	187	165,679	244	111,146	324	382	225	523	188	238	
Marin	Cal.	107.0	188	216,784	200	99,560	282	289	204	370	188	213	
San Francisco	Cal.	808.2	122	1,634,151	148	1,244,848	192	184	144	288	146	133	
San Francisco	Cal.	808.2	122	1,634,151	148	1,244,848	192	184	144	288	146	133	
San Mateo	Cal.	33.3	206	781,595	240	300,046	308	289	342	543	206	214	
San Mateo	Cal.	57.1	202	150,080	244	61,472	322	273	400	519	211	231	
Burlingame	Cal.	22.1	132	88,900	184	82,330	282	244	189	803	200	170	
Redwood City	Cal.	39.7	227	84,132	288	56,534	343	320	245	628	225	205	
Solano	Cal.	127.1	179	225,863	211	128,011	272	267	167	412	189	181	
Vallejo	Cal.	41.0	180	88,793	211	71,302	282	241	166	401	170	173	

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You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT's *Survey of Buying Power*.

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Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 27 years ago . . . the *Survey of Buying Power* was established as a regular issue of SALES MANAGEMENT, the sales executives' magazine . . .

The fabulous acceptance of the *Survey* today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects *through the use of Survey figures* . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year . . . that final sales results bear out the *Survey's* ACCURACY.

*A conservative estimate based on continuous sampling and analysis of *Sales Management's* Circulation by Market Statistics, Inc.

SALES MANAGEMENT

The Magazine of Marketing

386 Fourth Avenue, New York 16, N. Y.

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San Diego is now the Nation's 15th Market
in the sale of Lumber and Building Materials.
(Sales Management, Survey of Buying Power, 1955)

Bigger than — Buffalo, New York; Kansas City, Missouri;
Miami, Florida or Dallas, Texas.

There are more people, BUILDING MORE,
making more, spending more,
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WEATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
SAN JOSE	Cal.	383.4	178	896,057	207	427,183	265	255	246	412	180	195
Santa Clara	Cal.	383.4	178	896,067	207	427,183	265	255	246	412	180	195
San Jose	Cal.	106.1	141	199,387	185	222,686	254	244	243	370	180	180
Palo Alto	Cal.	37.1	188	86,393	216	65,214	273	239	237	436	187	173
SANTA BARBARA	Cal.	106.1	135	190,119	163	149,490	214	196	133	323	146	166
Santa Barbara	Cal.	106.1	135	190,119	163	149,490	214	196	133	323	146	166
Santa Barbara	Cal.	61.0	136	95,269	161	91,822	210	191	120	365	145	166
STOCKTON	Cal.	233.8	150	372,855	174	253,624	221	214	158	351	147	157
San Joaquin	Cal.	233.8	150	372,855	174	253,624	221	214	158	350	147	157
Stockton	Cal.	71.7	134	145,289	184	163,362	217	205	160	365	147	151
STATE OF CALIFORNIA		12,612.0	157	23,264,519	184	15,485,103	243	239	181	374	189	181
COLORADO												
COLORADO SPRINGS	Colo.	93.6	156	144,892	193	103,673	240	232	185	422	175	171
El Paso	Colo.	93.6	156	144,892	193	103,673	240	232	185	422	175	171
Colorado Springs	Colo.	53.5	139	85,957	182	85,886	235	225	164	422	175	168
DENVER	Colo.	677.0	149	1,187,730	181	850,862	238	241	171	353	173	189
Adams	Colo.	82.7	182	75,006	251	32,141	331	308	227	536	206	246
Arapahoe	Colo.	67.5	172	95,723	251	85,357	342	335	248	473	224	259
Denver	Colo.	463.5	140	906,068	176	689,934	223	221	169	339	164	157
Denver	Colo.	463.5	140	906,068	176	689,934	223	221	169	339	164	157
Jefferson	Colo.	73.3	183	106,913	253	53,370	334	333	239	591	217	256
PUEBLO	Colo.	102.2	137	134,622	178	102,410	227	223	178	364	163	156
Pueblo	Colo.	102.2	137	134,622	178	102,410	227	223	178	364	163	156
Pueblo	Colo.	76.9	140	114,104	177	89,398	221	219	175	363	163	147
STATE OF COLORADO		1,493.7	130	2,238,671	179	1,670,634	222	217	163	356	180	169

TO ALL INDUSTRIAL MARKETING MEN

... who wish to strengthen Sales in these 28 vital categories:

Total manufacturing
Food & kindred products
Tobacco manufacturers
Textile mill products
Apparel & fabric products
Lumber & wood products
Furniture & fixtures
Paper & allied products
Printing & publishing

Transportation equipment
Instruments & related products
Miscellaneous manufacturing
Mining
Services (business & professional)
Chemicals & allied products
Petroleum & coal products
Rubber products
Leather & leather products

Stone, clay & glass
Primary metal industries
Fabricated metal products
Machinery (except electrical)
Electrical machinery, equipment, etc.
Contract construction
Public utilities
Wholesale trade
Retail trade
Finance, insurance, real estate

NOW you can obtain IBM card estimates of current (1955) employment in the above categories for every county.

NOW you can make great advances in setting market quotas, and you can carry market planning several steps beyond the industrial potential data published in the 1955 SURVEY OF BUYING POWER.

This information, available by county, matched with other data on consumer markets (population, income, residential, construction, sales, etc.) makes possible the most complete county breakdowns of industrial potentials ever developed.

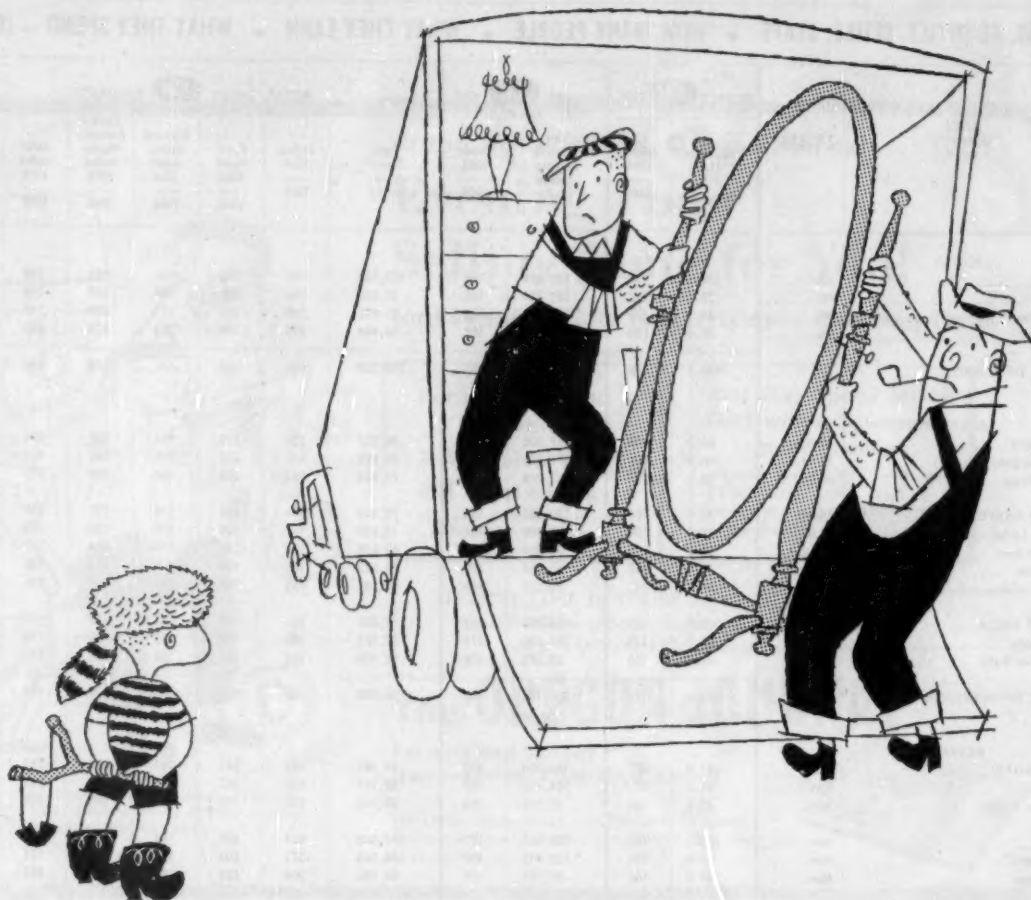
For example . . . If you are able to allocate your total national sales to any of the above 28 categories—or combinations—we will be able to provide you with IBM listings showing how much dollar potential you should realize in every county . . . in every industrial category of significance to you.

Tell us which of the above factors represent important customers to you. We will give you specific cost estimates on preparing special analytical listings geared to your specific needs.

Write to:

MARKET STATISTICS, INC.
432 Fourth Avenue, New York 16, N. Y.

Research Consultants to
SALES MANAGEMENT
The Magazine of Marketing



143,000 NEW Consumers
Have been ADDED to the Denver Market
Since the 1950 Census

Metropolitan Denver Population*

Source	Population*
Consumer Markets	659,900
Survey of Buying Power	677,000
Market Guide	696,500
Chamber of Commerce	726,500
United States Post Office	774,120

*Take your choice. But remember one indisputable fact. By anyone's research most all these people read The Denver Post.

CIRCULATION

Evening, except Saturday	244,045
Sunday	353,213
Empire Magazine and Comics	379,568
A. B. C. Publisher's Statement March 31, 1955	



THE DENVER POST

The Voice of the Rocky Mountain Empire
PALMER HOYT, EDITOR AND PUBLISHER

Represented Nationally by Maloney, Regan & Schmitt Inc.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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IDAHO													
BOISE	Ida.	136.0	135	191,299	168	162,169	215	215	162	315	150	153	
Ada	Ida.	78.6	139	121,351	163	97,195	209	205	164	312	149	147	
* Boise	Ida.	39.2	139	73,269	162	81,636	206	201	172	302	148	147	
Canyon	Ida.	57.4	130	69,946	167	64,994	225	230	161	322	152	162	
STATE OF IDAHO		619.1	118	826,173	166	709,762	206	202	149	324	146	147	
MONTANA													
BILLINGS	Mont.	66.2	146	117,905	193	90,223	224	223	151	399	194	154	
Yellowstone	Mont.	66.2	146	117,905	193	90,223	224	223	151	399	194	154	
Billings	Mont.	40.9	159	82,249	198	78,335	221	215	150	398	163	152	
BUTTE-ANACONDA	Mont.	70.8	114	120,060	144	74,949	163	156	129	229	136	123	
Deer Lodge	Mont.	17.9	126	28,106	154	13,296	199	159	132	198	139	110	
Silver Bow	Mont.	52.9	110	91,954	142	61,551	162	156	128	234	138	125	
Butte	Mont.	35.6	107	65,094	140	56,212	161	159	123	234	138	126	
Butte-Anaconda	Mont.	48.6	111	86,291	143	69,187	163	160	115	229	138	124	
GREAT FALLS	Mont.	59.9	135	115,096	174	77,903	198	192	143	316	145	99	
Cascade	Mont.	59.9	135	115,096	174	77,903	198	192	143	316	145	99	
Great Falls	Mont.	43.8	138	87,574	175	72,469	199	197	154	322	146	122	
STATE OF MONTANA		625.4	115	1,063,162	169	728,995	193	186	133	307	144	136	
NEVADA													
LAS VEGAS	Nev.	81.8	277	164,120	287	97,761	347	342	294	542	219	280	
Clark	Nev.	81.8	277	164,120	287	97,761	347	342	294	542	219	280	
Las Vegas	Nev.	43.8	298	97,194	305	85,329	374	370	340	549	223	301	
RENO	Nev.	62.5	162	139,949	177	104,488	221	209	164	354	151	201	
Washoe	Nev.	62.5	162	139,949	177	104,488	221	209	164	354	151	201	
Reno	Nev.	40.0	160	97,027	175	94,195	220	206	166	353	151	201	
STATE OF NEVADA		213.4	169	423,446	202	277,966	235	228	164	393	166	188	
NEW MEXICO													
ALBUQUERQUE	N. M.	186.0	187	303,777	232	189,230	294	285	217	455	190	194	
Bernalillo	N. M.	186.0	187	303,777	232	189,230	294	285	217	455	190	194	
Albuquerque	N. M.	186.0	259	286,961	266	177,703	295	289	221	453	189	187	
STATE OF NEW MEXICO		782.5	140	1,040,540	213	697,404	280	254	181	462	174	188	
OREGON													
EUGENE	Ore.	148.9	165	242,916	197	162,674	246	248	192	372	155	175	
Lane	Ore.	148.9	165	242,916	197	162,674	246	248	192	372	155	175	
Eugene	Ore.	43.0	163	86,576	191	102,300	239	224	194	352	154	166	
Eugene-Springfield	Ore.	55.4	168	105,674	196	113,323	243	232	194	356	155	161	
PORTLAND	Ore.	760.7	135	1,292,750	168	965,670	215	216	160	337	151	148	
Clatskanie	Ore.	93.9	140	133,338	178	85,204	234	223	161	382	156	166	
Multnomah	Ore.	594.7	131	911,632	163	773,511	211	210	160	333	151	142	
Portland	Ore.	409.8	129	773,368	161	713,857	206	204	160	329	153	137	
Washington	Ore.	71.9	154	109,830	193	55,113	232	251	161	352	158	166	
Clark	Wash.	90.2	144	127,950	175	71,842	223	226	155	342	144	167	
SALEM	Ore.	107.7	131	148,456	170	127,731	227	206	178	350	156	163	
Marion	Ore.	107.7	131	148,456	170	127,731	227	206	178	350	156	163	
Salem	Ore.	44.9	130	73,220	179	93,759	225	209	180	336	157	166	
STATE OF OREGON		1,674.1	137	2,661,073	171	2,040,082	224	221	162	350	153	156	

Industrial Sales Data for All Counties

Did you know that industrial data for all counties—not just the leading 100—are available on IBM cards? Address Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y.

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and Evening Time is Newspaper Reading Time



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83% of All Women

88% of All Men

(Compare this to the morning:
36% women—35% men)

**And They Spend MORE
TIME with a Newspaper
in the evening!**

Women spend 36% and Men
61% MORE TIME reading a
newspaper in the EVENING than
in the morning.

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Evening Newspaper, The Journal. Call your nearest
office of O'Mara & Ormsbee without delay.

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Evening and Sunday
Home-owned, Controlled, Edited

Nationally Represented by O'Mara & Ormsbee
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Los Angeles



FACTS from Oregon Journal's 1955 Con-
sumer Analysis Survey of 3400 families
in Portland ABC City Zone.

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

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UTAH													
OGDEN.....	Utah.....	96.6	148	142,156	188	103,550	243	240	169	342	163	178	
Weber.....	Utah.....	96.6	148	142,156	188	103,550	243	240	169	342	163	178	
Ogden.....	Utah.....	84.6	137	102,644	180	94,483	239	234	160	341	163	175	
SALT LAKE CITY.....	Utah.....	305.3	134	492,711	170	353,621	220	220	174	317	161	166	
Salt Lake.....	Utah.....	305.3	134	492,711	170	353,621	220	220	174	317	161	166	
Salt Lake City.....	Utah.....	200.6	129	354,212	164	285,969	213	211	172	321	159	162	
STATE OF UTAH.....		782.7	132	1,056,657	169	773,975	230	232	166	336	160	165	
WASHINGTON													
BELLINGHAM.....	Wash.....	66.9	112	95,705	168	98,033	255	242	181	386	188	166	
Whatcom.....	Wash.....	66.9	112	95,705	168	98,033	255	242	181	386	188	166	
Bellingham.....	Wash.....	35.6	119	68,974	175	67,375	247	231	166	392	188	160	
EVERETT.....	Wash.....	130.6	139	202,799	171	129,733	234	230	166	377	169	170	
Snohomish.....	Wash.....	130.6	139	202,799	171	129,733	234	230	166	377	169	170	
Everett.....	Wash.....	34.1	113	69,920	156	79,107	232	224	166	375	171	162	



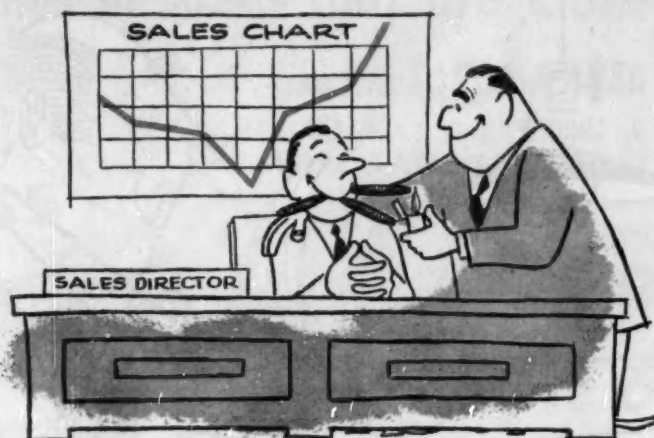
SALES make the Spokane



The Spokane Market Beats

- 14 states in Total Retail Sales
- 30 states in Retail Sales per capita
- 39 states in Retail Sales per store
- 15 states in Total Net Buying Income
- 33 states in Net Buying Income per capita

make a difference



Market different too!

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MARKETS IN THE PACIFIC NORTHWEST**

A good place to do business Among the Spokane Market's most conspicuous characteristics are the diversity and the prosperity of its industries and businesses—and the abundant opportunities which still beckon new enterprise.

Per capita sales are higher The Spokane Market's more than a million residents consistently earn more than the average American, and they spend more, too. Their 1954 purchases of retail merchandise amounted to \$1,119 per capita—7% more than the national average.

Sales per store are greater Spokane Market retail establishments did \$1.2 billion worth of business in 1954, averaging \$108,800 per store—13.4% above the national average. In the city of Spokane, per-store dollar volume was \$147,900—33.8% greater than the average for New York, Chicago, Los Angeles, Philadelphia, and Detroit.

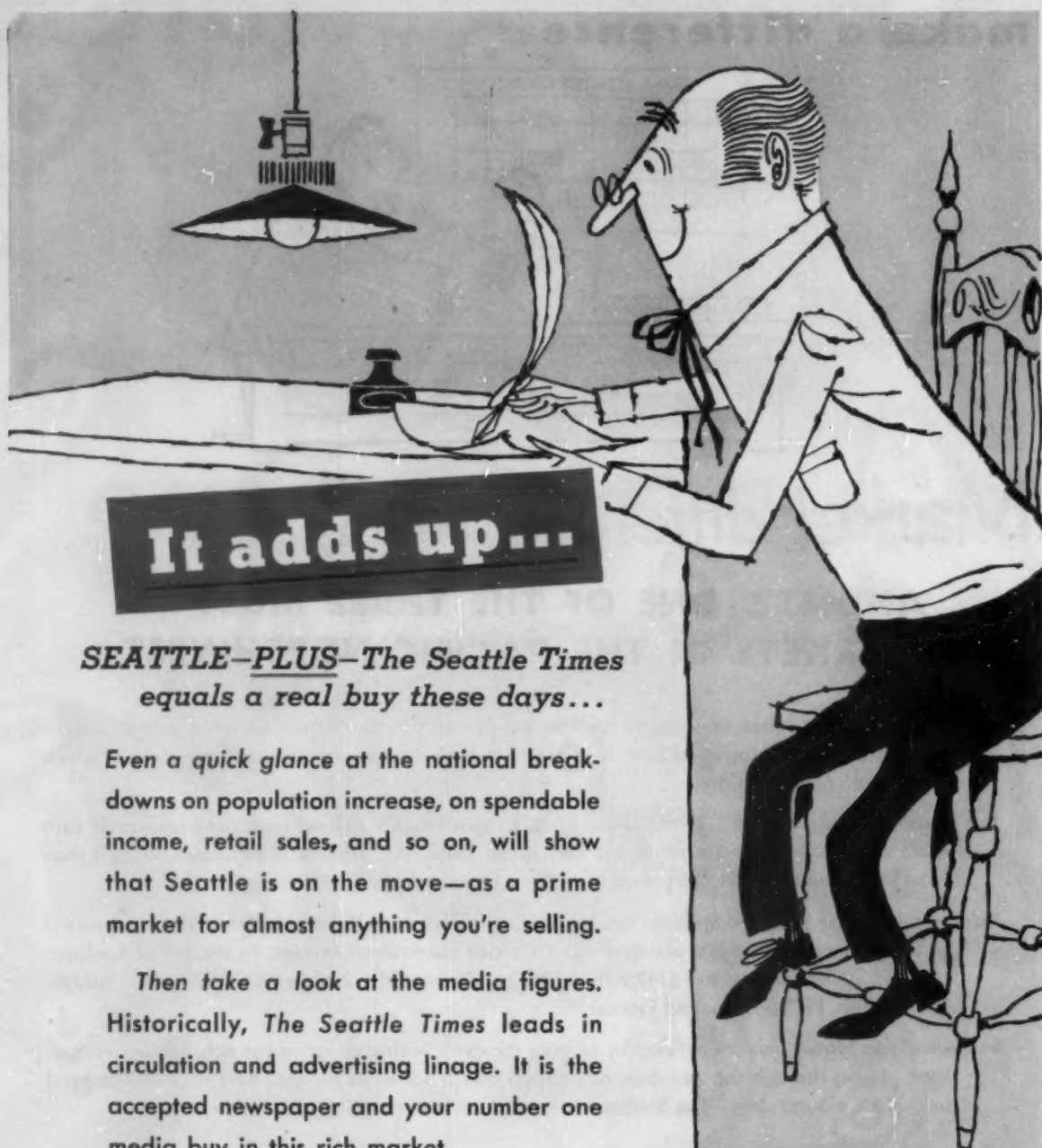
Sell more of your product, and sell it faster, by tapping the extra buying power of the rich, responsive Spokane Market through the two daily newspapers that residents of the area have read and shopped from since pioneer days—The Spokesman-Review and Spokane Daily Chronicle.

Combined Daily Circulation Over 160,000—81.84 % UN-duplicated

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—MORNING— SUNDAY
Spokane Daily Chronicle
—EVENING—
SPOKANE, WASHINGTON

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It adds up...

SEATTLE-PLUS—*The Seattle Times equals a real buy these days...*

Even a quick glance at the national breakdowns on population increase, on spendable income, retail sales, and so on, will show that Seattle is on the move—as a prime market for almost anything you're selling.

Then take a look at the media figures. Historically, *The Seattle Times* leads in circulation and advertising linage. It is the accepted newspaper and your number one media buy in this rich market.

The Seattle Times

SEATTLE'S ACCEPTED NEWSPAPER

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Go After Sales in Areas that are **Going Ahead**



... like the **TACOMA AREA** for example!

HERE'S WHAT THE "CRYSTAL BALL" FORETELLS ABOUT THE RICH TACOMA AREA:

Tacoma Area to Go Ahead of 6 Important Markets

This issue of **Sales Management** predicts that the Tacoma area, by 1965, will go ahead of Grand Rapids, Canton, Wilmington, Harrisburg, Flint and Salt Lake City areas. Only three other Pacific Northwest areas are in the "go ahead" category. These are Spokane, Everett and Eugene.



Tacoma Area to Raise in Rank 7 Points

Another **Sales Management** prediction: The Tacoma metropolitan area will raise in rank, by 1965, from its present 72nd place to 65th place in the nation. Only four other Pacific Northwest areas will raise in rank. These are Spokane, Everett, Eugene and Salem.



Population of Tacoma Area to Increase 21.8%

The Tacoma area (Pierce County) will increase in population from its present 304,600 to 371,000 by 1965, according to the statistical department of the Tacoma Chamber of Commerce. The same study indicates that Tacoma (city) population will increase from its present 154,700 to 185,500 by 1965.



Tacoma News Tribune, the ONLY Newspaper Adequately Covering the Rich Tacoma Market

	TACOMA CITY ZONE	PIERCE COUNTY
Tacoma News Tribune	94.8 %	92.3 %
	Coverage (daily)	Coverage (daily)

In this market, coverage by Seattle newspapers is under 15%.

NATIONALLY REPRESENTED BY SAWYER, FERGUSON, WALKER COMPANY

TO SELL THIS EXPANDING MARKET ADVERTISE IN THE

Tacoma News Tribune

TACOMA, WASHINGTON

AREAS, COUNTIES, CITIES, STATE • HOW MANY PEOPLE • WHAT THEY EARN • WHAT THEY SPEND — (CONT.)

AREA COUNTY CITY	STATE	PEOPLE <i>SM</i> EST.		INCOME <i>SM</i> EST.		RETAIL SALES <i>SM</i> ESTIMATE						
		Population 12/31/54 (th)	Index 1954 1945	Net Effective Buying Income (th \$)	Index 1954 1945	Total Retail Sales (th \$)	Index 1954 1945	Food Index 1954 1945	General Mds. Index 1954 1945	Furn.- House- Radio Index 1954 1945	Auto Index 1954 1945	Drug Index 1954 1945
SEATTLE	Wash.	782.5	136	1,582,761	160	957,316	214	215	168	321	155	155
King	Wash.	782.5	136	1,582,761	160	957,316	214	215	168	321	155	155
Seattle	Wash.	582.2	141	1,219,963	163	802,050	215	218	170	314	159	156
SPOKANE	Wash.	244.8	136	440,968	162	288,232	217	212	166	322	157	161
Spokane	Wash.	244.8	136	440,968	162	288,232	217	212	166	322	157	161
Spokane	Wash.	179.1	145	341,808	160	257,036	215	209	166	312	158	159
TACOMA	Wash.	304.0	143	515,063	162	277,723*	216*	207	190*	335	151	157
Pierce	Wash.	304.6	143	515,063	162	277,723*	216*	207	190*	335	151	157
Tacoma	Wash.	164.7	131	266,476	156	218,436*	214*	202	182*	333	152	153
YAKIMA	Wash.	144.7	132	196,868	158	155,642	209	202	156	300	134	159
Yakima	Wash.	144.7	132	196,868	158	155,642	209	202	156	300	134	159
Yakima	Wash.	41.5	135	73,481	155	93,513	203	183	166	285	142	153
STATE OF WASHINGTON		2,586.2	134	4,480,047	157	2,829,554	218	216	159	334	152	159

* Indexes based on revised SBP estimates as follows—General Mds., Tacoma, \$29,573 th.; Pierce County, \$33,340 th. These revisions also affect total sales.

Industrial Sales Data for All Counties

Did you know that industrial data for all counties—not just the leading 100—are available on IBM cards? Address Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y.

The Los Angeles Examiner

continues among the top ten leaders in national advertising in America... 6 days or 7 days. The reasons are obvious—the Examiner parallels population and retail outlets in the fastest growing market in the world! *71% of the Examiner's daily circulation is home delivered! **IT GOES HOME AND STAYS HOME...**and Is The Paper Los Angeles Women Prefer.*

LOS ANGELES EXAMINER

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE • LOS ANGELES
NEW YORK • CHICAGO • SAN FRANCISCO • PHILADELPHIA • BALTIMORE
DETROIT • PITTSBURGH • MIAMI BEACH • BOSTON • ALBANY
SEATTLE • DALLAS • MILWAUKEE • SAN ANTONIO



Your prosperity in the next decade hinges on these six indicators of business activity:

	1945	1955	1965
GROSS NATIONAL PRODUCT	\$213,600,000,000	\$375,000,000,000	\$550,000,000,000
U. S. POPULATION	139,600,000	165,000,000	194,500,000
EMPLOYMENT	52,800,000	62,000,000	72,000,000
DISPOSABLE PERSONAL INCOME	\$150,400,000,000	\$264,000,000,000	\$390,000,000,000
INVESTMENT IN NEW PLANT & EQUIPMENT	\$ 8,700,000,000	\$ 28,000,000,000	\$ 60,000,000,000
RETAIL SALES	\$ 78,304,000,000	\$181,000,000,000	\$275,000,000,000

Which Industries to Grow Biggest, Fastest in 10 Years?

BY PETER B. B. ANDREWS • *Chairman, Future Sales Ratings Board*

The nation faces its greatest decade of prosperity in the period from 1955 through 1965, with major gains ahead for gross national product, employment, disposable personal income, retail sales, expenditures for new plant and equipment and standards of living.

Gross national product in the decade ahead should sharply surpass the astronomical total of half a trillion dollars. A comparison with 10 years ago and estimated gross national product for this year and for 1965 follows:

Gross National Product

Year 1945—\$213,600,000,000

Year 1955—\$375,000,000,000

Year 1965—\$550,000,000,000

From 1945 to 1955 the gain in gross national product was \$161,400,000,000, or 75.7%. Tremendous as this rise is, the gain, considering the trend in worker productivity as well as the anticipated rise in the entire base of the American economy, in the forthcoming 10 years still is expected to approximate \$175,000,000,000, or 46.6% over the 1955 aggregate!

Population is expected to go on soaring upward, even though there may be slightly fewer marriages in the years immediately ahead. Important factor to consider in this respect is the confidence engendered by prosperity.

In recent years the number of second children has gone up 2%, third children up 9% and fourth children up 13%. The huge birth rates of World War II and the early '50's will be converted to an impressive degree into marriages by 1965 (children aged up to nine totaled 29,363,256 in 1950, a jump of 8,137,110, or 38.2% over 1940), with a corresponding stimulus to population growth. Comparisons for 1945, 1955 and 1965 follow:

U. S. Population

Year 1945—139,600,000

Year 1955—165,000,000

Year 1965—194,500,000

Between 1945 and 1955 population gained 25,400,000, or 18.2%. By the end of 1965, population is expected to be up another 29,500,000, or 17.8%, over the 1955 totals.

Civilian employment, despite automation trends, is expected to gain considerably in the 10-year period ahead, advancing to an all-time high of 72,000,000 by 1965. Figures for the 10-year interval are:

Employment

Year 1945—52,800,000

Year 1955—62,000,000

Year 1965—72,000,000

Between 1945 and 1955 employment rose 9,200,000, or 17.4%. The advance between 1955 and 1965 is expected to total 10,000,000, a gain of 16.2%.

Disposable personal income, reflecting the expectation of peace years ahead and therefore no rise in taxes, faces sharp gains in the next decade, with a great rise from \$264,000,000,000 in 1955 to new heights of \$390,000,000,000 by 1965. Comparisons for the 10-year intervals are:

Disposable Personal Income

Year 1945—\$150,400,000,000

Year 1955—\$264,000,000,000

Year 1965—\$390,000,000,000

Between 1945 and 1955 disposable personal income rose \$113,600,000,000, or 75.5%. The gain between 1955 and 1965 is expected to be \$126,000,000,000, or 47.6% over 1955.

Reflecting confidence in the future, need for production efficiency and retooling for the many new products in store for the American public, the totals of expenditures for new plant and equipment in the decade ahead are expected to increase materially. Comparisons for the 10-year periods are:

Expenditures for New Plants and Equipment

Year 1945—\$8,700,000,000

Year 1955—\$28,000,000,000

Year 1965—\$60,000,000,000

Increase in expenditures for new plants and equipment between 1945 and 1955 approximate \$19,300,000,000, or 222%. From 1955 through 1965 a gain of 114%, or \$32,000,000,000, anticipated. The percentage gain in the immediate postwar decade is greater than anticipated for the coming decade, since the gap created by World War II machinery production restrictions had to be filled; nevertheless the decade ahead is likely to see a larger total of such expenditures made.

Under this prospective elevation of important economic indexes, retail sales are expected to advance to unprecedented levels in the years ahead. Comparisons follow:

Retail Sales

Year 1945—\$78,304,000,000

Year 1955—\$181,000,000,000

Year 1965—\$275,000,000,000

The gain between the years 1945 and 1955 (totaling \$102,696,000,000, or 131%) may be somewhat exaggerated, since the 1945 figure represents part of the old series of retail figures which were on a lower base and therefore not strictly comparable to the new series which began in 1951. Between 1955 and 1965, however, a further rise of \$94,000,000,000 in retail sales is expected, totaling 52.0% higher than 1955.

The foregoing figures assume no war in this period from 1955 through 1965 and also no substantial upward or downward movement in prices. The figures represent the consensus of expectations of the Board of Analysts of Future Sales Ratings. This Board does regular quarterly survey for SALES MANAGEMENT's Future Sales Ratings and consists of a 295

man group of economists, statisticians and marketing men with a remarkable batting average of .860 accuracy in forecasting sales trends of more than 100 leading American industries over the last two decades. Their reasons for optimism in regard to the business trend of the next 10 years are varied and extensive:

Reasons for Optimism in Next Decade

An anticipated period of peace and relative price stability.

Confidence in the political attitudes and the business future of this nation: pursuit of the great American success story.

New products and revisions and improvements of old products. Further new inventions, restylings, influence of atomic development, advent of color TV, electronics boom, automation step-up and similar developments promise much action ahead.

Inbred desire of the American people for higher standards of living.

The great progress and proved success of advertising promotion indicates that any interesting and useful article can be sold to the public on a massive scale, stimulating the entire economy. Heavy advances in advertising and selling foreseen.

With brilliant promotion, additional progress is expected in tapping the unnecessarily huge total of \$400 billion of savings piled up by the public and also in developing more spending by newly prosperous groups who tend to conserve too much.

Favorable impact of plant renovations and new plant construction, which are expected to be record-breaking in the decade ahead.

Favorable impact of the huge federal and state road-building program and municipal street rebuilding programs.

More self-sustaining projects, especially in toll roads, encouraging more construction.

Rise in state and local spending in-

Explanation of Sales Prospect Ratings

Three stars are given to those industries which have had sales gains that are equal or correspond closely to the national average which is considered as a base 100%. This applies to both the 1955-1945 postwar period and the 1965-1955 future period.

All ratings are relative to the median national average (3 stars) which indicates about 100% gain, 1955 over 1945, and about 50% gain for 1965 over 1955.

Since a large number of industries are covered with the

stars representing a composite of estimates, it is impossible to be absolutely precise as to possible percentage gains, but broadly the stars may be interpreted as follows:

	1955 over 1945	1965 over 1955
1 star	20%—59%	10%—29%
2 stars	60%—79%	30%—39%
3 stars (national average)	80%—119%	40%—59%
4 stars	120%—174%	60%—89%
5 stars	175% and up	90% and up

FUTURE SALES RATINGS... For the next 10-Year Period, 1955-1965

How to Read the Table:

Key to Current Size Ratings

(By industry sales volume)
A—\$10 Billion and Over
B—\$7 Billion to \$10 Billion
C—\$4 Billion to \$7 Billion
D—\$2 Billion to \$4 Billion
E—\$1 Billion to \$2 Billion
F—One-Half Billion to \$1 Billion
G—Under a Half-Billion Dollars

Key to Sales Prospect Ratings

(All ratings are relative to the median (★★★), which indicates around a 100% gain in 1955 over 1945 and around a 50% gain in 1965 over 1955.
★★★★★—Best Relative Outlook
★★★★—Very Good Relative Outlook
★★★—Good (Medium) Relative Outlook
★★—Fair Relative Outlook
★—Least Impressive Relative Outlook

	Current Size Rating (See Above Key)	Sales Prospect Rating for 1945-1955 (See Above Key)	Sales Prospect Rating for 1955-1965 (See Above Key)		Current Size Rating (See Above Key)	Sales Prospect Rating for 1945-1955 (See Above Key)	Sales Prospect Rating for 1955-1965 (See Above Key)
Advertising	B	★★★★★	★★★★★	Luggage	G	★★	★★★
Air Conditioning	E	★★★★★	★★★★★	Machine Tools	G	★★★★★	★★★★★
Air Transportation	E	★★★★★	★★★★★	Machinery (Agro.)	E	★★★	★★★
Aircraft Sales	C	★★★★★	★★★★★	Machinery (Ind'l.)	B	★★★★★	★★★★★
Atomic Development	G	★	★★★★★	Materials Handling	E	★★★★★	★★★★★
Auto Sales (New)	A	★★★★★	★★★★★	Meats	C	★★	★★
Auto Sales (Used)	E	★★★★★	★★★★★	Medical and Dental Care	C	★★★	★★★★
Auto Service & Parts	E	★★★★★	★★★★★	Metal Containers	E	★★★	★★★
Auto Tires	E	★★★★★	★★★★★	Metals (Non-Ferrous)	C	★★★★	★★★★
Baking	D	★★★	★★★	Motion Pictures	E	★	★★
Banks (Revenue)	E	★★	★★	Musical Instruments	G	★★	★★★
Beer	C	★★	★★★	Office Equipment	C	★★★★	★★★★★
Building (Heavy)	B	★★★★★	★★★★★	Oil Burners	E	★★★★★	★★★★★
Building (Residential)	C	★★★★★	★★★★★	Oil (Cooking)	G	★★★	★★★
Candy & Chewing Gum	E	★★★	★★★	Oil Equipment	D	★★★★	★★★★
Canned Fruits & Veggies.	E	★★★★	★★★★	Packaging & Containers	E	★★★★	★★★★
Cereals	G	★★★	★★★	Paint	E	★★★★★	★★★★★
Chemicals	A	★★★★★	★★★★★	Paper & Products	C	★★★★	★★★★
Cigarettes	C	★★★★	★★★★	Personal Care	D	★★★★	★★★★
Cigars	G	★★	★	Petrochemicals	G	★★★★★	★★★★★
Clothing (Men's, Women's & Children's)	A	★★	★★★	Photographic Supplies	G	★★★	★★★
Coal (Anthracite)	F	★	★	Plastics	F	★★★★★	★★★★★
Coal (Bituminous)	D	★★	★	Plumbing & Heating	C	★★★★★	★★★★★
Coin Machine Sales	D	★★★★★	★★★★★	Printing & Publishing Equip.	F	★★★	★★★
Commercial Printing	E	★★	★★	Radios	F	★	★
Cosmetics	E	★★★	★★★	Railroad Equipment	D	★★	★★
Cotton Textiles	A	★★	★★★	Railroads	B	★★	★★
Dairy Products	D	★★★★	★★★★	Refrigerators	E	★★★★	★★★★
Department Stores	A	★★★	★★★	Restaurants & Bars	A	★★	★★
Diesel Engines	G	★★★★★	★★★★★	Restaurant Equipment	E	★★★	★★★★
Dinnerware	E	★★	★★	Rubber Products	D	★★★	★★★★
Drugs & Medicines	C	★★★	★★★★★	Security Financing	F	★★★★★	★★★★★
Dry Cleaning	E	★★★	★★★★	Shipbuilding	F	★	★
Education	F	★★★★	★★★★★	Shoes	D	★★★★	★★★★
Electrical Eq. (Industrial)	C	★★★★★	★★★★★	Silk Textiles	G	★	★★
Electrical Eq. (Consumer)	D	★★★★	★★★★	Silverware	G	★★★★	★★★★
Exports	A	★★★	★★★	Soap	E	★★★	★★★
Farming	A	★	★★★	Soft Drinks	F	★★	★★★
Flour	D	★★★	★★★	Sports & Sporting Goods	C	★★★	★★★★
Food Processing	A	★★★★	★★★★	Steel & Iron	A	★★★★	★★★★
Furs	G	★★	★★★	Sugar	E	★	★
Gasoline & Oil	C	★★★★★	★★★★★	Surgical Equipment	G	★★★★★	★★★★★
Glass & Materials	E	★★★★★	★★★★★	Synthetic Textiles	E	★★★★★	★★★★★
Government Procurement	A	★★	★	Television	E	★★★★★	★★★★
Groceries	A	★★★★	★★★★	Toothpaste & Mouthwashes	G	★★★	★★★
Hardware	D	★★★	★★★	Toys & Games	E	★★★	★★★★
Helicopters	G	★★★★★	★★★★★	Trailers (Auto)	G	★★★	★★★
Hotels	D	★★	★★★	Travel & Vacations	A	★★★★★	★★★★★
House Furnishings, Floor Coverings, Furniture, etc.	B	★★★★★	★★★★★	Travel Overseas	D	★★★★★	★★★★★
Household Products (Misc.)	C	★★★★★	★★★★★	Trucks	D	★★★	★★★
Imports	C	★★★	★★	Utilities (Elec.)	C	★★★★★	★★★★★
Installment Financing	C	★★★★★	★★★★★	Utilities (Gas)	D	★★★★★	★★★★★
Insurance	C	★★★★	★★★★	Utilities (Telegraph)	G	★★	★★
Jewelry & Watches	E	★★	★★	Utilities (Telephone)	C	★★★★★	★★★★★
Laundries	F	★	★★	Vacuum Cleaners	G	★★	★★★
Liquor (Alcoholic)	C	★★	★★★	Washers (Household)	F	★★★★★	★★★★★
				Woolens & Worsteds	D	★	★★

Note: Future Sales Ratings are specially copyrighted by SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.



Peter B. B. Andrews

Peter B. B. Andrews seeks the opinions of 295 key men in Government, Industry, and the universities before predicting the near-term and long-term sales outlook in 111 industries, representing all the leading industries of the United States.

He has been contributing economic forecasts to **SALES MANAGEMENT** since 1934, with an outstanding record of accuracy, and since that time has been **SALES MANAGEMENT's** consulting economist. He joined Hearst Magazines, New York, as economist in

1945, and has served as consulting economist and research director of the National Distribution Council of the Department of Commerce, as well as consulting economist to the National Production authority.

He went to Washington in 1941 as industrial economic adviser for Lt. Gen. William S. Knudsen, director of the Office of Production Management, and served on the War Production Board from 1941 to 1945. In 1945 he received a presidential citation for World War II emergency research work in American industries.

spired by the very great need of new schools, churches, hospitals, sanitary systems, etc.

Population, employment and income growth, and a prospective relatively favorable tax rate for the American people.

Further advances in the position of labor and therefore in buying power.

Improvement in the agricultural situation, as farming digests its recent years of slowness.

A period of easy financing for the many ventures ahead which typify the American spirit of commercial progress. Market for security financing broadens with the addition of millions of new stockholders.

Consumer debt ratio is rising, but it is well within the limits of growth of the entire economic structure. As the economy grows further, substantial new additions to debt, and therefore to sales, will be made.

Obsolescence factor in consumer products is much higher now as styles change more frequently and improvements are rapid.

There still is a big deficit between the totals of marriages of the last decade and homes built, indicating that many couples married in the past 10 years still do not own a home of their own and therefore are prospects.

Marriage totals will gain sharply as the huge crop of World War II children reach marriageable age, with consequent stimulus to the entire economy.

Stability of the tax rate of corporations, and the likelihood of some cuts, help to inspire confidence and expansion plans.

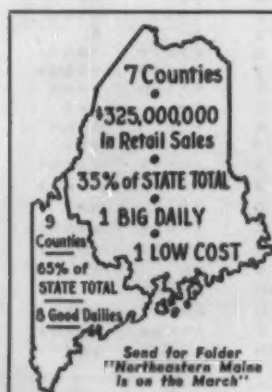
Reasons for Pessimism in Next Decade

A number of unfavorable points in the outlook also were brought up,

though the consensus in the aggregate was that these pessimistic points were far more than counterbalanced by favorable factors. The unfavorable situations include:

Question of saturation. Many people are considered to be pretty well loaded now with as much goods, machinery, etc., as they may be likely to need for some time to come. Answer to this is the rising standard-of-living factor, with many households logical markets for two, rather than one, of such products as cars, TV sets, refrigerators. Moreover, fine new products promoted with superior modern advertising methods quickly make people dissatisfied with the old product and eager for the new.

Question of fast-rising consumer debt. Answer to this is that the debt looks large only against a general com-



"Northeastern Maine is on the MARCH!"

Yes—"Booming" is the word for it. The great Northern-Eastern Maine Market is on the way UP! New industry is moving in. Payrolls are getting bigger. Over \$150,000,000 in construction is proof of healthy expansion.

In Bangor alone, a new steel fabricating plant just opened. Two large, new shoe factories are under construction and a huge bakery is nearing completion. In the area, new textile plants, paper mill expansion, important mineral deposits, air base enlargement are creating new sales peaks here. It's time to revise your records on this grand and g-r-o-w-i-n-g market. You can **SELL** it through the one big medium that gives you 100% City Zone Coverage and reaches 75% of the families in the ABC Retail Training Area.

Buy Saturation Coverage that **SELLS**—in

The Bangor Daily News **Maine's Largest Daily Newspaper**

National Advertising Representatives
JOHNSON, KENT, GAVIN & BINDING, INC.
New York—Boston—Chicago—Los Angeles—San Francisco

74,174 Daily—74,423 Sat.-Sun.
Pub. Statement 6 mo. 9/30/55

parison of the same series of figures. Against the great rise of the whole economy, however, the ratio of increase is in logical proportion.

Question of high plant capacities. Carry-over of high plant capacity from World War II and record-breaking additions since then cast shadows on expansion thoughts. Answer, however, is that much of this equipment is obsolete or obsolescent, with a consequent need of modern equipment for survival in the present and prospective competitive economy. Confidence in the future and presentation of interesting, new, modern equipment with profit-margin-saving factors, augur well for continued heavy expenditures.

Question of automation. An unfavorable aspect of this is the expressed possibility of a depressing effect on labor employment. Answer is that automation is simply a new word for something which has been going on since the industrial revolution, and economic history shows that such developments have, in the end, brought greater prosperity, more employment.

Question of farm surpluses. Ability to produce heavily is not fundamentally bearish. Population throughout the world is rising rapidly, broadening the market for our farm goods. Through subsidization, at no overwhelming cost to the taxpayer, surpluses are being handled, with a number of solutions being considered by the Government. In the end, farm buying power will gradually improve as the entire base of the American economy and its demands move up.

Declining Federal expenditures. Actually this is fundamentally favorable since it means a possible sound balancing of the budget as well as tax reductions such as to stimulate confidence and the profit incentive system which has played so big a role in U.S. prosperity and strength.

War potential. This exists always while human ambitions and frailties are what they are, but the possibility of a long period of peace looks better than it has in many years.

In the light of the foregoing factors and numerous other considerations affecting trends of individual industries, the Board's consensus of Future Sales Ratings results in the detailed tabulation on the opposite page showing estimates of sales gains through the years 1945-55 and a projection on each of the 111 industries covered for the period 1955 to 1965.

Comparing these tables, it is possible to see how much better or worse an industry may do in the 1955-65 decade than it did in the 1945-55 decade. The three-star median rating represents a gain of approximately 100% in the instance of the 1945-55 decade, while the three-star median represents a gain of approximately 50% in the instance of the 1955-65 decade. Any rating above or below the three-star rating is relatively better or worse, indicated in degree by four or five stars as better ratings and two and one as worse ratings.

Important to observe in this respect is the size rating shown for each industry, for, obviously, a 50% increase in the gigantic food store industry, doing over \$40 billion annual sales, means much more dollar-wise than a

50% increase in the liquor store industry doing around \$4 billion sales annually.

A glance at the table readily shows where the greatest increases in sales are estimated as likely to take place in the half decade ahead. A major boom in advertising promotion is ahead, as record amounts of goods will have to be moved to the customer, while such industries as atomic development, air conditioning, air transportation, building, cosmetics, modern drugs and medicines, electronic office machinery and other electronics, gasoline and oil, petrochemicals, industrial machinery, and numerous others listed face a period of relatively great gains in sales during the record-breaking, dynamic decade ahead.

The End

GROWING FAST . . . HEADING FOR A BIG FUTURE

Metropolitan Topeka

POPULATION AND SALES OUTGAIN THE NATION!

1954-'55 GAINS			
	Metro. Topeka	Topeka	U.S.
Population	32%	34%	23%
Retail Sales	135%	141%	118%
Food	118%	122%	115%
Genl. Mdse.	72%	71%	59%
Furn.-Hshld-Radio	233%	231%	231%
Automotive	63%	66%	56%

For those bigger and better sales goals ahead, choose plus markets...like Topeka. Topeka's population and sales gains are matched by a multi-million dollar construction boom — more people, more employment, more buying power, more sales...increasingly greater gains.

And in Topeka, it's the hard-selling Capital-State Journal (over 20 million lines of advertising a year) ...selling metropolitan Topeka and a 21-county area embracing 22% of the state's families—with \$427,277,000 retail sales.

Topeka Newspaper Printing Co., Inc., Agent for:

TOPEKA DAILY CAPITAL and TOPEKA STATE JOURNAL

Represented by

Copper Publications, Inc.

New York, Chicago, Cleveland, Kansas City, San Francisco

PEOPLE ON THE MOVE

Americans are a mobile race and the latest report from the Census Bureau indicates they are getting "shifter" all the time.

1. An estimated 31,492,000 Americans changed their place of residence during the 12-month period ending in April, 1955.

2. About 68% of them made their move within the same county in which they lived.

3. Some 5,500,000 moved from one county to another within the same state.

4. Nearly 5,000,000 moved from one state to another.

Picking "Live" Counties?

You have a running start with this issue in determining past and future ten-year trends.

For full marketing information see SALES MANAGEMENT

Survey of Buying Power

386 Fourth Ave.,

New York 16, N.Y.



As Goes Steel, So Goes All Industry

BY WALTER J. CAMPBELL • Managing Editor, Steel

How Steel Output Paces Our Rising Standard of Living

Per Capita Steelmaking Capacity

IN 1900	556 lbs.
IN 1955	1,537 lbs.
IN 1970	1,888 lbs. (est.)

Steel and metalworking industries are on the threshold of an expansion that in the next decade will dwarf their postwar growth.

Basic steel capacity will increase 40 million tons. That compares with an increase of 30 million tons since 1945. It will provide an ingot producing capacity of 165 million tons by 1965, more than double this country's capacity at the beginning of World War II. After 1965, it will keep right on growing, say steel men who already are projecting their expansion plans.

Metalworking sales this year will total \$125 billion, about one-third of the nation's total gross national product. In 1945, metalworking sales were \$61 billion. By 1965, they will amount to \$235 billion, in terms of 1955 dollars.

The growth in steel and metalworking in the next 10 years promises to be the most rapid to date. It will differ from the huge expansions during World War II and the postwar period in that it will be a carefully planned expansion to meet the needs of a fast-growing civilian market. Much of the war and postwar expansion were emergency installations, often hurriedly put into place to meet immediate needs and without too much thought for long-term utilization. The next decade will see much of the emergency expansion consolidated into the economy.

Steel expansion currently is getting a lot of publicity. Hardly a week passes without some producer revealing plans for a major building program. The forward look in steel was tipped off last May when Arthur B. Homer, president, Bethlehem Steel Co., told his fellow steelmakers at the American Iron & Steel Institute that 60 million tons of capacity would have to be built in the next 15 years. His prediction startled businessmen, all of whom were not attuned to thinking in such large terms.

The inner circle of the steel industry was not surprised. Back in 1954, the steel industry was limping along at well under capacity operations; due to inventory adjustments in that year, steel producers were making their plans for expansions to meet the demands they foresaw in the 1960's.

Not all steel men concur in Homer's estimate for a 4-million annual increase in steel capacity over the next 15 years. Some think it will be less; a few believe it will be more.

The Business & Defense Services Administration of the U. S. Department of Commerce agrees with Homer. BDSA believes we will need 150 million tons by 1960. In fact, the agency believes we are now short by about 9 million tons in annual capacity and that we need a cushion between capacity and actual consumption to absorb defense requirements.

Why is the huge increase in steel capacity necessary? It stems from:

1. An increasing population.
2. A coming increase in family formations.
3. A rising standard of living, requiring more steel and metalworking products.

Bureau of Census projections indicate the population will increase at a rate of about 2 million a year for the next decade. People mean markets. You cannot underestimate the buying power of numbers.

But increase in numbers is not the only important factor in population. The rate of family formations may be even more an influence in the markets of the 1960's.

Suppose we have six people in a family (a man, his wife and four children). They need only one lawn mower, one refrigerator, one stove and possibly only one automobile.

But suppose the same number of

people are three couples just getting married. Each couple will need a lawn mower, a refrigerator, a stove and an automobile.

Family formations are due to increase in the 1960's when people born during the high birth rate years of the 1940's reach marriageable ages. In the 1960's, the number of qualified family formers will be 50% greater than at present. In 1955, there are 10,766,000 people 20 to 24 years old. In 1965, there will be 13,461,000. In 1970, there will be 17,300,000, the Bureau of Census estimates.

A third factor is the demand for more metalworking products by each individual. Many of the components of a rising standard of living are metal. Grandmother kept her food cool in the cellar, mother had a wood ice box, but daughter has an all-steel refrigerator, and maybe a freezer. Father's air conditioning meant opening the window. His son wants mechanical air conditioning in his office and his home.

A gage of steel's growth is provided by per capita capacity figures. In 1900, we had 556 pounds of steel-making capacity per person. Today we have three times that much—1,537 pounds. By 1970, if our population climbs to 196 million and our steelmaking capacity to 185 million tons, we will have 1,888 pounds per capita.

What will the steel expansion cost?

To build a ton of integrated steel capacity today in a new plant requires from \$300 to \$350. Thus a new 2-

million-ton plant, approximately the size of U. S. Steel's Fairless Works near Trenton, N. J., would cost \$600 to \$700 million at today's prices.

Much of the coming expansion, however, will be in addition to present plants. This capacity will cost less than all-new plants, in some cases, only half as much or less. Many of the programs recently announced are enlargements of this type.

But the industry soon will reach the limit in expanding present facilities. Then it will have to turn to the all-new plants.

Charles M. White, president of Republic Steel Corp., which recently announced a \$130-million expansion, says that this program will take his company about as far as it can go in enlarging present facilities. Any further program will mean building new plants.

The total cost of building the 60 million tons of capacity projected for the next 15 years is commonly estimated at \$15 billion. This itself will provide a substantial market for metalworking products.

Because metalworking is so varied, it is almost impossible to measure its growth or to estimate its cost. An indication of its extent and cost is offered by the automotive industry where the individual companies talk in terms of billions of dollars.

Costwise, steel in many common products represents less than 10% of the cost of the item to the consumer. An automatic washer and dryer, which may cost the householder \$500, contains less than \$30 worth of steel.

You can be sure, however, that if steel producers spent \$15 billion to build new steelmaking capacity, the metalworking industry will spend many times that amount to build new plants to convert the metal into end products.

Where will the expansion occur?

The bulk of the coming expansion in steel will be built in the area that now represents the steel center of America. Geographically, it will be located north of the Ohio river, east of the Mississippi, north of the Great Lakes and west of the eastern boundaries of Pennsylvania. There will be some new mills built outside of that north central area just as there is present capacity. But Pennsylvania, Ohio, Indiana, Illinois and Michigan will continue to represent perhaps 70% of capacity. New York, Maryland, Alabama and California also will continue as important steel-making states.

The location of steel capacity will continue to influence the location of new metalworking plants.

The geographical centers of both steel and metalworking now lie in northern Ohio, just a few miles apart. They have been moving gradually westward through the year, but always lag behind the geographical center of population, now located in Illinois.

The economic factors that caused this concentration are not likely to change greatly in the next 10 years, although there will be important plants built in areas far removed from the center, just as there have been the past 10 years.

The End

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Population	113,300	Income	\$193,571,000	Gen. Mdse.	\$11,925,000	Automotive	\$24,821,000
Food	\$27,722,000	Furn-House-Radio	\$6,221,000	Retail Sales	\$116,541,000	Drug	\$4,007,000

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The Continuing Census of Metals
MAINTAINED SINCE 1930 BY THE PENTON PUBLISHING CO., PENTON BUILDING, CLEVELAND 13, OHIO

PLEASE INDICATE ANY
CHANGES IN NAME OR ADDRESS

What products are manufactured or designed at THIS address? Road Machinery: Motor graders, Travelers

MAJOR PRODUCTS

OTHER PRODUCTS

2 Which of the following activities apply to THIS address:

featuring

- activities apply to your business:
- ☒ Manufacturing
 - ☒ Designing
 - ☒ Sales
 - ☒ General Office
 - ☒ Rebuilding or Repairing
 - ☒ Research
 - ☐ Other (Please describe)

3 What is the average total employment at THIS address?

- ☐ 1-9
☐ 10-19
☐ 20-49
☐ 50-99
☐ 100-249
☐ 250-499
☒ 500-999
☐ 1000-2499
☐ 2500 or more (Please state total)

1 If this is a plant, what was its gross sales volume (or value of shipments) in 1954: \$100,000

☐ Rebuilding
☒ Research
☐ Other (Please describe) _____

☐ 1000-2499
☐ 2500 or more (Please specify) _____

③ If designing is done HERE, how many individuals with specifying authority or influence are there? _____ 26 _____

_____ Please give address _____ of this company or its division.

If designing is done elsewhere, please give address _____

If manufacturing plants are operated at other than above locations, please give address _____
None

6 What other manufacturing plants are open in your area?
name, street address, city and state None

7 Which of these operations are performed at THIS address:

1 Please PRINT OR TYPE names of the following individuals IF THEY ARE LOCATED AT THIS ADDRESS:

- ☒ Machining
- ☒ Foundry (Except Die Casting & Ingots)
- ☐ Die Casting (Pressure)
- ☐ Forging
- ☒ Heat Treating or Annealing
- ☒ Stamping, Blanking or Drawing
- ☒ Other Sheet Metal Work
- ☐ Plate or Structural Fabrication
- ☒ Welding (Arc or Gas)
- ☒ Welding (Resistance, Spot or Flash)
- ☒ Pickling
- ☒ Metal Washing or Degreasing
- ☐ Sand or Shot Blasting
- ☐ Sand or Shot
- ☐ Electroplating
- ☐ Galvanizing or Tinning
- ☒ Buffing or Polishing
- ☒ Porcelain Enameling
- ☐ Lacquering, Enameling, etc., on product
- ☒ Assembly of Product
- ☐ Smelting and Refining
- ☐ Rolling

OR TYPE names of the
individuals IF THEY ARE
AT THIS ADDRESS:

PRESIDENT

VICE-PRESIDENT

GENERAL MANAGER

PURCHASING AGENT

PLANT MANAGER

FOUNDRY SUPERINTENDENT

CHIEF ENGINEER

CHIEF DESIGN ENGINEER

50

--- Let's start with the PENTON market questionnaire.

--- It's been standard practice with us to conduct a Continuing Census for use in our publishing operations. (Incidentally, we were the first industrial publisher to start this over 15 years ago.)

--- Notice how a company reports to us on the major products manufactured, as well as any other products made at this location.

--- We then translate this into S.I.C. code numbers for proper classification on IBM cards. The S.I.C. or Standard Industrial Classification* system was developed by the U. S. Bureau of the Budget. It is, by far, the most acceptable method in use today for classifying manufacturing plants by product categories and represents a major forward movement in marketing to industry.

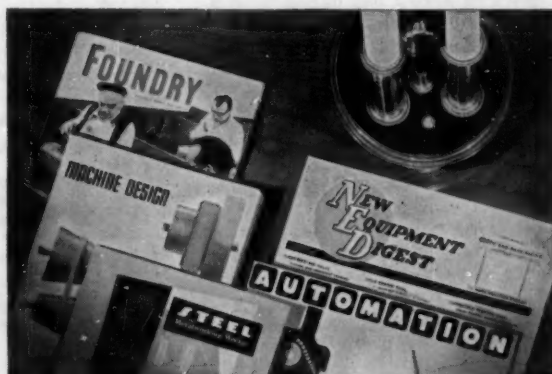
PENTON looks upon unit coverage as the first essential in measuring how effectively a publication reaches its market. We use S.I.C. not merely as a filing system, but as the basis for effectively *matching* publication coverage to the number of worthwhile establishments in the market.

You benefit in many ways from our use of S.I.C. When you use a PENTON publication you know that you're covering the highest possible proportion of the worthwhile units in the market. You can see this in our modern method of reporting circulation breakdowns by S.I.C. classifications. It tells you how many plants are reached and how many copies go into these plants.

Using this information to buy space helps you add to the *effectiveness* of good advertising.

*All manufacturers use this system in reporting to the U. S. Bureau of the Census.

*how PENTON's use
of S.I.C. adds to the
effectiveness of
your advertising*



the PENTON

Publishing Company

PENTON BUILDING • CLEVELAND 13, OHIO

In 1945 pessimists advised:
put government aluminum plants
in mothballs

But in 1955 aluminum
output was three times
that of 1945

By 1965 capacity
is expected to rise
to five times 1945 rate

Optimist David P. Reynolds, vice-president-Sales, Reynolds Metals, recalls:

"We just had to mount our horse and ride off in all four directions at once. It was necessary to throw tradition, precedent and caution to the winds. We were the first in our history to utilize national radio and television in selling."

By 1965 Eight New Aluminum Firms To Battle Alcoa, Reynolds, Kaiser

Look backward 15 years and forward 15 years and you will see a fantastic picture in the growth and development in aluminum.

Just before the outbreak of World War II, aluminum production was 327 million pounds. It took 51 years to reach that total. There was one major primary producer, the Aluminum Company of America.

By 1945, aluminum production had trebled to almost one billion pounds. Now there were two primary producers: Alcoa and Reynolds Metals Co.

Today, aluminum capacity is 3 billion pounds, and there are five primary producers. The newer ones are Kaiser Aluminum & Chemical Corp., Anaconda Co., and Harvey Machine Co., Inc.

By 1965, aluminum capacity will be 5 billion pounds, and there will be eight or possibly more primary producers.

By 1970, the light metal capacity will be at least 6 billion pounds, and by 1975, it will have risen to 7.2 billion pounds.

Aluminum generally has been measured in pounds, but the production and capacity figures are growing so big that there is an increasing trend toward measuring it in tons.

From a pots-and-pan beginning, aluminum's growth provides a fascinating story of product research and development and of selling.

The outbreak of World War II

spurred a tremendous expansion in aluminum to provide the light metal for warplanes and other military uses. A major portion of the expansion was put up by the Government. There was little aluminum available for civilian uses.

In 1945, the industry faced a grave problem: A huge expansion in capacity but no matching expansion in civilian markets. Demand from the aircraft industry practically dried up as plane production dwindled.

So serious was the problem that a 1945 Senate committee called in the aluminum producing industry — all two of them—to find out whether peacetime consumption could absorb the output of the war-expanded industry. Most observers thought it would be at least five years before the civilian market could take the output of the private plants. They thought it would take a generation before civilian consumption could take the output of private and Government plants.

The suggestion was made that the Government plants should be put in mothballs for five years or more.

The producers thought differently. Reynolds, for example, told the committee that not only could the nation absorb the extra production of the Government plants, but that within five years the industry would be building more private plants.

The optimism has since been justified, but for a few years, the im-

mediate sales picture was desperate. And out of that desperation was born a terrific selling job.

David P. Reynolds, vice-president-sales, describes it this way: "We just had to mount our horse and ride off in all four directions at once. It was necessary to throw tradition, precedent and caution to the winds. We were the first in our industry to utilize national radio and television in selling."

"We faced the tremendous basic problem of conditioning the public to aluminum and making them recognize it and accept it. We had to educate the public."

"As fantastic as it seems, we selected Reynolds wrap to be our champion. Here was a product that told by example many of the properties of aluminum and yet could be purchased almost anywhere for around 25 cents."

"At the beginning, people thought we were crazy. How could a product that was only .0007 inches thick be the champion of a company that had 450 million pounds of aluminum to sell per year. But those critics overlooked the power of the sample. The launching of Reynolds wrap was the largest mass sampling in the metals history."

But successful as the foil promotion was, foil alone could not consume all the aluminum pouring from the country's mills. Concurrently heavy promotion of aluminum for scores of

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3

other uses was being promoted by all three producers, aided by many fabricators.

Building and construction became one of the largest consumers. Not only was it sold as roofing and siding, but it became popular for duct work, flashing, acoustical ceilings, insulation and bridge railings. Farm construction took large tonnages for all kinds of buildings.

Transportation was another big user. The advantages of the metal's light weight won its early acceptance in railway cars and trucks.

Aluminum Company of America estimates aluminum consumption in automobiles this year averages 30 pounds per vehicle. By 1970, says Alcoa, the average will jump to more than 100 pounds per car.

Appliances and utensils, electrical goods and communications, machinery and equipment and chemical and metallurgical uses all contributed

importantly to swelling the demand for aluminum to a point where there is now under way a forced draft expansion.

Henry J. Kaiser, chairman and president of Kaiser Aluminum & Chemical, points out that "since 1940, shipments of aluminum have grown 780% against 17% for copper and 59% for steel."

Alcoa estimates current consumption of aluminum at 25 pounds per capita. By 1975, says Alcoa, per capita consumption will rise to 40 pounds, and there will be a lot more people.

That means continuing expansion. Meanwhile, producers are bringing up new developments to make aluminum more attractive to users in a variety of applications.

Anodized aluminum is providing colors heretofore unavailable in metals. Extrusions are making the light metal available in all kinds of

intricate shapes and increasing its versatility.

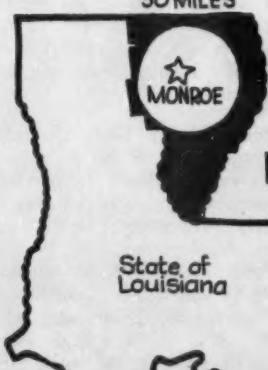
The combination of color and special shapes is being promoted by the producers to up the use of aluminum in architecture, trim for automobiles, furniture, tableware and many other applications.

By 1960, at least two more primary producers are expected to be in the act. They are Revere Copper and Brass, Inc., and Olin-Mathieson Chemical Corp. A combine of St. Joseph Lead and Pittsburgh Consolidation Coal also is a good possibility.

Much of the new expansion may be built in the Ohio River Valley as a result of the low-cost coal power available there. Power for aluminum must be available at a top cost of 5 mills a kilowatt, say producers. The industry's independence of hydroelectric power is being lessened as coal, lignite and natural gas plants gain in efficiency.

The End

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(White Circle)

RETAIL SALES

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Chemicals: Best Bet for 1965?

Prediction: Sales of chemicals, by 1965, will have rocketed to \$32 billion (from \$21 billion now)—up 43%.

Contrast: Between now and 1965, U. S. population will rise 17%, and gross national product 28%.

BY HOWARD C. E. JOHNSON • Managing Editor, Chemical Week

What specific products will constitute that \$32 billions' worth of sales is hard to predict and hardly important.

Over 80% of today's agricultural chemicals trade (weed killers, insecticides, etc.), for example, is in products that were not commercially available 10 years ago; and 90% of today's prescriptions are for drugs that didn't exist 15 years ago. Hence it's almost inevitable that a fair-size chunk of 1965 sales will comprise products now in their laboratory infancy or not even yet conceived.

It is important, however, and it's reasonably clear where—i.e., in what areas—greatest growth will occur: It will be in plastics, medicinals, synthetic fibers, agricultural chemicals, and atomic energy.

Plastics. Plastics are so pervasive now, it seems at first glance that they have no new fields to conquer. But look at the construction industry, which now spends less than 1% of its materials outlay for plastic products. Chemical companies are looking at it, and they're determined to get — and they'll undoubtedly succeed in getting—a bigger slice of that business.

Already Monsanto Chemical Co. has made a joint study with the Massachusetts Institute of Technology, and recently published a booklet, "Plastics in Housing," detailing their analyses of each major plastic in terms of present and possible future applications.

The chemical and plastics industries' aim is to establish better communications with the construction industry, provide it with more engi-

neering data, and work to break down traditional architectural concepts so that plastics will find wider employment as materials of construction.

As a result of this and the development of improved, more versatile materials, plastics may well continue through the next decade to grow at their current rate of 15% a year.

Medicinals. Higher standards of living throughout the world, together with increased emphasis on public health, are bound to increase the availability of medical care. This alone will enhance the importance of the pharmaceutical sector of the chemical industry.

But there are plus factors. One is medical research, which is continually pressing closer toward victory over such dramatic diseases as polio and cancer. But it is also attacking undramatic ills such as rheumatism, grippe, and the common cold, which affect more people, exact a higher economic toll, and hence provide greater opportunity for pharmaceutical industry growth. Also, mental patients—which now occupy over half of the nation's hospital beds—can now be helped by chemotherapy.

Another plus factor is the ever-growing proportion of older people in the population. Since they generally require more medication, drug use would expand at a faster rate than total population, even if other factors remained the same.

Synthetic Fibers. Wool, silk, linen, and cotton have been pretty good fibers for a long time and still are. The earlier synthetic fibers were

better than the natural ones in one way or another (cheaper, perhaps, or easy-ironing or shrink-resistant) but worse in one way or another (less durable or less comfortable, for instance). Now research promises to overcome synthetic fibers' deficiencies without sacrificing their superiorities, and as a result the synthetics will take over an increasing share of the textile market.

Agricultural Chemicals. When population increases (as it will) and tillable area remains virtually constant (as it will), there's only one answer: higher crop yield per acre. Therefore it's a certainty that the farm market—for chemical fertilizers and an array of chemical aids such as weed killers, fungicides, insecticides and the like—will expand rapidly. Too, the more overpopulated nations will depend on U. S. industry, either for the chemicals themselves or for capital and/or technology so that they can manufacture domestically.

Atomic Energy. From the refining of uranium ore to the utilization of atomic radiation and radioactive by-products, the chemical industry is intimately concerned with atomic energy developments.

Atomic power will be commercial by 1965; and although utility firms will operate the plants and sell the power; it's the chemical industry that will provide the fuel, perfect the processes and utilize the by-product radiation and radioactive materials. The ramifications of atomic technology provide illimitable opportunities for chemical firms knowledgeable in the field.

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Diversification. As significant as the size and scope of the chemical industry 10 years hence is its probable structure, as indicated by trends discernible today.

Among the most prominent of these is the trend toward diversification. Chemical companies are no longer content to specialize in one line of products or to serve one particular industry. In order to get several baskets among which to divide their eggs, they acquire companies in different fields, or are themselves acquired by larger, often nonchemical firms.

As a result, it is becoming increasingly difficult to define the chemical industry in terms of individual companies. One corporation, for example, makes products as diverse as rocket fuel and cellophane, rifle cartridges and toothpaste. Conversely, chemical products are turned

out by food manufacturers, distillers, steel firms, and shipping companies. More and more there's a trend toward large aggregations of capital employed in a diversity of industrial enterprises under a unified management.

Consumer Products. Another trend—or, really, another aspect of the same drive toward diversification—is heightened emphasis on consumer products. The chemical industry has, in the past, generally confined its sales to other segments of itself and to other industries; but now, coveting the higher profit margins on consumer products, the Dow Chemical Co., for example, has introduced Saran Wrap and Monsanto Chemical Co. bought out the concern marketing "all" detergent.

These trends—apparent now and certain to be well established by

1965—call for thoroughgoing examination and reappraisal of today's management and sales policies.

Answers Called For. Can unrelated activities operate as well under a single management as under individual setups? Can a firm compete with its own customers and carry it off successfully? Can a company recognize the point beyond which the demands of liaison, accounting controls and the like negate the advantages of size and centralization? Can industry-oriented sales management reorient itself to the very different circumstances inherent in consumer marketing?

The diversifying, consumer-minded chemical companies that can answer yes to these questions are the ones—whichever they may be—that will be on top in 1965. The others will, along the way, have learned some mighty expensive lessons. **The End**



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LIGHT METERS
23,525
WATER METERS
16,691
GAS CONNECTIONS
17,751

TELEPHONES
29,051
BANK DEPOSITS
\$125,241,675.80
GENERAL MERCHANDISE
\$13,823,000
* Galveston County Figures.

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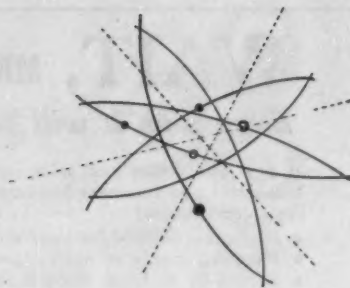
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Now we face the no less important but vastly less glamorous job of learning how to apply the atom on a commercial scale and at costs that are competitive. This is . . .



Why Atomic Headlines Will Be Less Spectacular by 1965

BY L. N. ROWLEY • Editor, Power

Where will we be 10 years from now in the nuclear-energy field? Here are just a few of the things that have happened in the past 10, since the first A-bombs fell in the summer of 1945:

Nuclear energy has been successfully applied to ship propulsion.

Atom-produced electricity—in token amounts—has flowed into the homes of utility customers.

Literally thousands of applications have been found in industry and research for by-products of the atomic program.

We have just completed a tremendously successful international conference demonstrating world-wide interest in peaceful uses of the atom.

And perhaps most important of all, here in the U. S. wise legislative action has created the beginnings of a private nuclear industry out of what, a mere 10 years ago, was a top-secret military project.

Will the next 10 years bring as many big headlines? A realistic appraisal says probably not. This isn't pessimism, but a hard-headed realization that we're moving into a new phase. Up till now, in a defense-accelerated program we've been proving, without too much regard for cost, that we could make the splitting atom do certain jobs—propel a ship, generate electricity, and so on. Now we face the no less important but vastly less glamorous job of learning how to do these things on a commercial scale and at costs that will be economically attractive.

To see the economic problem clearly takes an appreciation of the ways a nuclear plant differs from a conventional power plant. In barest outline,

the conventional plant burns coal, oil, or gas—so-called *fossil* fuels—to release heat. A boiler makes steam from this heat and the steam drives the turbine-generator that produces electricity. In nuclear plants being planned today, the fuel is a *fissionable* material such as uranium 235. We “burn” it (atomically speaking) in a *reactor*, producing heat. From this heat we make steam and the remainder of the operation is essentially the same as in a conventional power plant.

In a nutshell then, the nuclear plant involves new fuels and a new kind of furnace. Why then so much excitement about nuclear energy? Big gleam in the eye comes from one simple fact: One pound of these new fuels gives off, in fissioning completely, the energy of about 1,300 tons of coal. From this we can draw three inferences that justify the excitement:

1. In a world where energy demands are growing enormously, nuclear fuels promise to multiply our energy resources by at least 20 times.

2. There is good reason to believe that full use of these nuclear fuels may reduce fuel cost to very low figures.

3. “Compactness” of these new fuels makes transportation cost unimportant, means power plants can be located without respect to nearness of fuel sources—a fact full of implications for remote, undeveloped parts of the world.

So, here are some attractive and important possibilities. Before assessing how soon we might be able to realize them, let's make sure we're aware of some ultimate limitations as well as the promises. Possibility of reducing fuel costs in nuclear plants to practically nothing has led to some

hasty comments about power so cheap that it wouldn't pay to meter it or charge for it. We can put this in perspective immediately by looking at one simple fact—only 17% of our present national power bill goes for fuel.

Right now, the nuclear power plant is expensive, as is any product still in the development stage. And nuclear fuels aren't cheap either. But it's reasonable to expect that we'll be able to pull the cost of the plant down and to approach predicted low costs for fuel. Somewhere along this line of development it will be more economical to generate power in nuclear plants than it will in conventional ones. This will happen in high-fuel-cost areas first. When the nuclear plant becomes substantially more economical than conventional plants, a majority of each year's new installations will be nuclear. Some day we might expect such plants to dominate the total power picture.

How soon will all this happen? In terms of the 10-year look we're taking, not too soon, although nuclear plants will make great strides in the next decade. But we're shooting at a moving target and a fast one at that. To see what that means, look at these figures:

1. By 1960, we'll have in operation (or close to it) some 750,000 kw of nuclear power plants—an impressive figure when we realize there are no commercial nuclear plants today.

2. But in the same 5-year period, we'll add some 40 million kw of conventional power capacity.

The nuclear power plants that are under construction now, and those on the drafting board, are admittedly

not competitive with conventional plants. The companies backing these projects are doing so to gain the experience with full-scale operations that is necessary if cost of such plants is to be brought down to competitive levels, and eventually better than competitive levels. How soon can the nuclear plant overtake the conventional plant costwise?

Nuclear plants will first become economically attractive in high-fuel-cost areas—probably within the next few years in some areas. By the latter part of the 10-year period we're looking at, nuclear plants may well be competitive in many parts of the U.S. But we'll have to look beyond our 10-year period for the time when more nuclear plants are going into service each year than conventional plants. Striking an average of the estimates made by various specialists puts this key point some 25 years off, say about 1980. After that, if today's forecasts are generally sound, nuclear plants will forge into the majority. And by that time the demands on our fossil-fuel resources may well be such that we'll be mighty glad to draw the major part of our stationary power needs from the new sources represented by nuclear fuels.

In sum, then, we face an evolutionary process rather than a sharply revolutionary one. With total power demands rising steadily, the odds are good that even when more than half of new plants going in are of the nuclear type, the total demand for conventional equipment and fossil fuels will be considerably higher than it is today. Thus there should be ample time for equipment and fuel suppliers to adjust to the changes probably in store.

Unaware of Change

As far as we can see now, adjustment to a nuclear-power era will be internal to the power industry—the public utilities, the industries that generate power privately, and the manufacturers that supply their equipment. Aside from what he reads or hears, the ultimate consumer might well remain unaware of any change. His kilowatt hours will be the same, whether atom-produced or not. If the full promise of nuclear power is realized, his power bill may be less but it just isn't in the cards for it to be drastically cut, or wiped out entirely.

Looked at in this realistic fashion, the atom seems sadly deglamorized, deflated in importance. Nothing could be further from the truth. The unlocking of the atom's secrets has opened a whole new world—full of

potential values we can no more assess now than our grandfathers could tell back in the 1880's that electricity would bring in its wake radio, television and a host of other wonders we take for granted today.

In the field of power, it is no small thing to gain assurance that, whatever the future demands may be, we'll have the resources to make them possible. And if we look beyond the field of nuclear energy—to date most discussed—the potential benefits are incalculable. Already industry has found thousands of uses for radioisotopes—"tagged" atoms for research, new forms of gages, methods of accelerating chemical processes, etc. It has been estimated, for example, that the chemical industry is saving some \$100 million a year from various applications of radioisotopes.

Markets for Waste?

At the moment, the fission products resulting from nuclear reactions are radioactive garbage—a disposal problem. But there are indications that what are now wastes may well become industrial materials of value. Successful experiments have been carried out on the use of gamma rays for food preservation. In addition to being a source of gamma rays, the fission products are sources of low-level heat. It is not yet clear how this heat might be utilized, but researchers are confident that difficulties will be overcome.

The business of research, on which modern industry rests, has gained enormously already from our new atomic knowledge and stands to gain even more dramatically. New techniques such as the use of radioactive tracers have opened vistas in industrial, medical and biological research. Perhaps even more important, our atomic program has given us new and deeper insights into the fundamental structure of matter, on which all our sciences depend.

Technology, too, stands as an immediate beneficiary of the atomic program. It has brought into being new materials, new equipment and new methods.

It is probably true that right now, every industry and business has been affected to some degree by our new knowledge of the atom. It is certainly safe to say that no industry or business will be untouched in the 10 years ahead of us. The farsighted businessman will keep a weather eye on the atom and the developments growing out of our probing into it—and will take conscious advantage of these developments as they materialize.

The End

Only **4** STATIONS

are powerful enough
and popular enough
to register audiences
in radio survey ratings
of both Los Angeles and
San Diego.

Of these top
four, KBIG is

- #1 in San Diego
- #3 in Los Angeles
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Convenience: Food's Frontier

Convenience foods have one of the biggest stakes in the new American leisure market.

The decade ahead will hardly see armchair shopping via life-size, three-dimensional, color-and-smell sellavision. Nor will there be a push-button selector for bringing ready-to-eat meals winging from commissary to consumer in disposable dishes with radar controls to prevent collisions. But food processors will be doing their utmost to make shopping that swift and serving that easy.

The step-by-step problem solving by which consumer convenience is growing has echoes in striking production developments. Even application of present knowledge could assure a better-fed world through mechanization, chemical treatment of soil and pests, irrigation with purified sea water, harvesting of the ocean's vegetable microorganisms, and solar ovens where fuel is scarce.

Such changes are not just for backward nations. The United States has benefited as much as anyone from similar strides in the past. The average cow now produces 22% more milk than its forebear of 25 years ago. Today's average hen lays 194 eggs a year on 6.1 pounds of feed per dozen. It took 9.2 pounds per dozen for the model of 40 years ago to lay 87 eggs a year.

Among the first to attune themselves to each new marketing development will be food firms and suppliers motivated by thoughts like these:

8 Ways to Change

1. Link up with a leading laboratory. For a company to share in important college research is well worth an endowment.

2. Watch the rest of the world. For example, a slight change in the architecture of synthetic fibers may give us tomorrow's synthetic foods.

3. Stimulate your supply sources to keep abreast of production progress.

4. Get your firm a market-wise Jules Verne. Just as someone keeps an eagle eye on company insurance, he should be up on every development with possible bearing on the firm's future.

5. Join the retailing revolution. Any marketing technique which seems more stable than the cracker barrel, sugar scoop or milk dipper already owes something to the continuing change.

6. Be motivated by motivation research. Consumers are more profitable guides than the competition.

7. Automation can achieve on-the-spot expansion. It doesn't happen automatically.

8. Venture into vending machines. Why be last to try something that pays off for others?

9. Avoid isolating elements of progress. By pursuing several of the above approaches at once, a firm can arrive at a conception like the compact, inexpensive vending machine which has been rendered feasible by radioisotopes.

Decay is banished when foods are exposed to gamma rays. Scientists are already doing this in rooms with concrete walls four feet thick where cobalt rods are raised from watery cisterns by remote control. With the aid of automation it may not be long before the process is commercially adaptable. Then foods can be packed for vending without refrigeration.

"Portion Pack" Vending

To streamline further the automatic dispensing of food, heating or even cooking by high-frequency waves probably will be assigned a major role. Here may be the answer to the railroads' operating losses on dining car service and isolated beaneries' losses from frequent holdups. School cafeterias could be converted into much needed teaching space if pupils could put nickels in slots in the hall and eat at their desks.

Enjoying conventional electric heat, H. J. Heinz Co. is already operating a "portion pack" food service in conjunction with Mills Industries, Inc. The latter's automatic vendor provides a selection of six one-helping cans, heated to 150 degrees F. The 14 lunch items and 13 heavy soups Heinz supplies for this service are the same size it has been packing for lunch counters.

The large red keystone and familiar "57" which mark Heinz dispensers typify tomorrow's simplified advertising and packaging. Better to relate the two, many producers will rely on stronger, uncomplicated symbolism. Example: The enlarged names of Campbell Soup Co. and the Birdseye Division of General Foods Corp. already stand out in the nation's frozen food cases. Package-high trademarks in startling colors may not be uncommon.

For closer examination there will

be more human interest in copy and art, changed at frequent intervals and clearly legible for the women who refuse to wear glasses when out in public.

More consideration will be given to retailers' convenience. A bread wrapper which can be price-marked is long overdue. Pricing spots often need repositioning so that all are exposed when a case is cut open. Some apparent advances would do the retailer a disservice, however. Limp plastic would be a more durable wrap than cellophane for potato chips and celery. However, the loss of the crisp sensation might reduce sales.

Increased effort will be made to tell other product stories through package design—durability, softness, luxury, beauty, coolness. Since the sale is not complete until the food is consumed, packages will do more to facilitate use. Most of the new instant coffee labels neglect to say that by adding cold water gradually, iced coffee can be prepared without taking time to boil water, and without wasting ice cubes.

Time was when the consumer's inability to reclose a package was thought to promote its use. Now tear-up tops are on their way out along with key-opened lard and spice shakers which do not admit a measuring spoon. The baby cereals of Gerber Products Co. are winning increased popularity with their new pouring spouts.

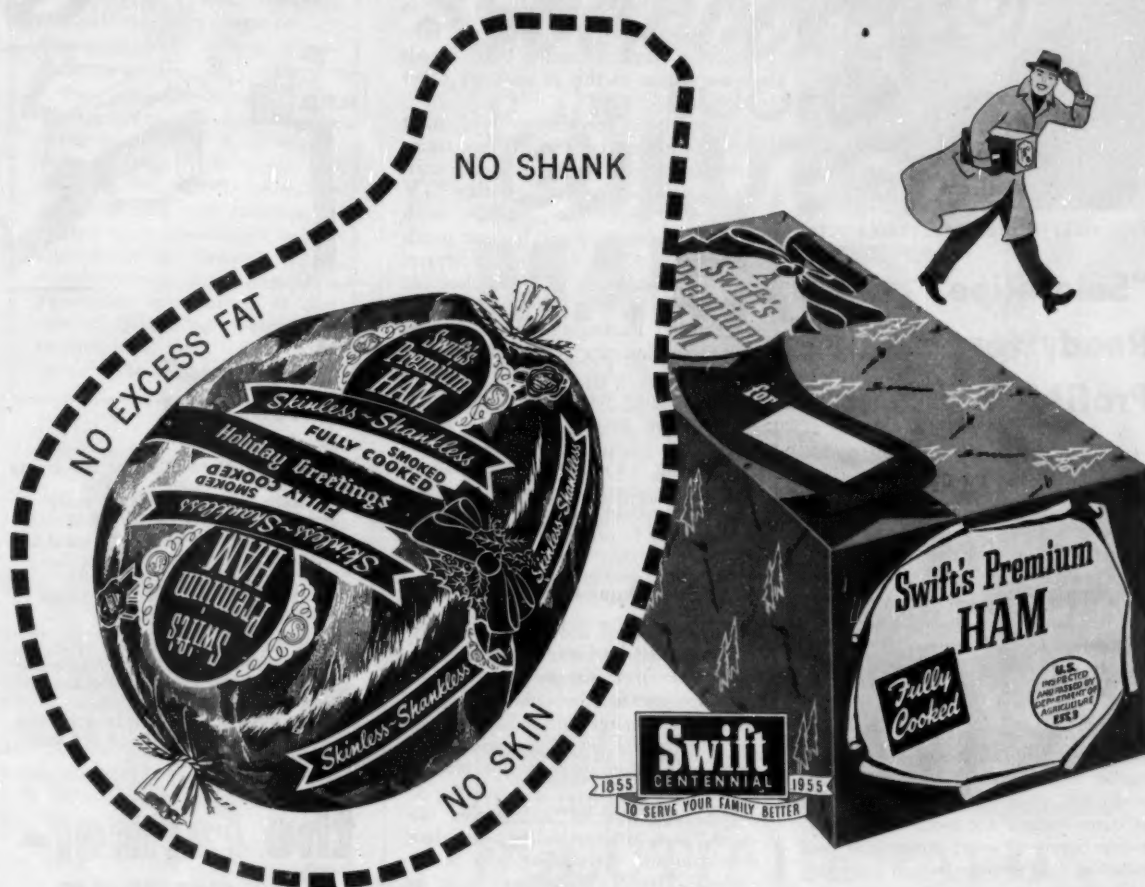
Economy Size Appeal

To many the economy size still has appeal. Increasingly it will be combined with portion packs inside to facilitate measuring and preserve freshness. There is not enough growth in number of children per family to affect package size significantly. The 1954 figure of 1.28 children under 18 per household is up from 1950's 1.17 and even exceeds the 1.24 of 1940 when the prewar youngster in his late teens was more apt to be living at home.

The forward march of prepackaged fresh vegetables has been slowed by unscrupulous use of the medium to pass off second-rate produce. The emergence of advertised brand leaders will offset this and science is helping with technical developments. Vacuum cooling in the field dispenses with ice in transit. Washing and trimming save freight charges besides adding to saleability. Development of

A Really New Christmas Gift

for your employees, customers, relatives, friends (and yourself!)



New SKINLESS SHANKLESS Swift's Premium Ham!

Swift's Premium Fully Cooked Skinless Shankless Ham is enjoyed the moment it's opened. No cooking required. No trimming, either, when you choose Skinless Shankless Ham—real hardwood-smoked ham with shank, skin and excess fat removed. And all Swift's Premium Hams are now cured a new patented way that seals in natural flavor juices (U.S. Patent 2,596,067). One phone call will do all your Christmas shopping! Call your favorite food dealer today! Order early.



Swift's Premium Ham served exclusively in Disneyland, Anaheim, California. When eating out, always ask for Swift's Premium Ham.

Gift boxed... fully cooked... ready to enjoy!



3 other great gift hams from Swift: Your choice: 1. Fully Cooked Regular Ham. 2. Fully Cooked Regular Ham fruited and glazed. 3. Canned Ham—boneless, skinless, fully cooked. All hams come in beautiful gift boxes.



\$6.2 BILLION FOOD PROCESSING FIELD

"Sales-Ripe" and Ready for Profitable Picking

BY CHARLES W. YORK
Editor, The Canner

Rarely has any market offered such a challenging, optimistic sales picture. Even the "youngster" of the food processing field—frozen foods—has increased its volume ten-fold in the past fifteen years—accounting for a whopping 1.8 billion pounds of frozen fruits and vegetables in 1954.

The tremendous amount of sales potential available in this constantly-expanding market should open your eyes. Stretched across this great nation in 47 out of the 48 states, canners and freezers are ready-to-buy buyers of every conceivable item including food preparation and processing machinery, material handling, conveying and power equipment, packages, packaging machines, food ingredients, seeds and growing items, chemicals, and an endless host of other materials, equipment and supplies.

Since both canning and freezing are agricultural industries, location of plants is diversified. You've got to get to the heart of the industry to sell your product. And while horizontal food papers claim to penetrate down among these canneries, only a vertical publication like THE CANNER & FREEZER can give you the depth of penetration needed to get your sales story through to these buyers. Offering you the largest ABC paid circulation in the field, combined with the finest editorial job, THE CANNER & FREEZER is your direct route to this prospering, sales-ripe food processing market. Get all the facts by writing to THE CANNER & FREEZER, 105 W. Adams St., Chicago 3, Illinois.

central packaging plants near consuming centers is under consideration as a step to year-round, full-line operation.

Code dating has not been tried with produce but more emphasis on it and on tight sealing is foreseen. Some means of holding a boxed cake so that icing does not stick to the carton window needs to be invented. The growing trend to frozen baked goods is a solution to this as to many other problems.

Until quick-freezing evolved, most preparation methods in civilized countries detracted from the foods' nutritive qualities. Conveniences like "TV dinners" were not feasible with earlier processes. Peak harvest goodness captured by freezing in strawberries, lima beans and peas has cut into sales of such fresh fruits and vegetables. Packaging which changes color to indicate that undesirable thawing and refreezing have occurred, and packaging which provides insulation against such accidents, is being developed.

Nothing is static in food packaging except the inert gas now being injected into cold cuts, dairy products and poultry to prolong their shelf life.

87% See Change

Some 63% of industry leaders recently polled by General Foods foresee great emphasis on new product development in the coming decade. Significant changes in food technology are anticipated by 87%, with more than half assigning a major role to atomic science.

Through use of radioactive isotopes, our understanding of plant nutrition and metabolism will be advanced. Useful mutations may be developed and pests combated. Tracer elements will advance the study of plant physiology and quality control.

Some of the important but less well-known innovations which will add up to a food-production revolution in the next decade are:

Chemicals to kill the potato plant above ground at harvest time and drop the leaves of other plants just prior to picking the fruit.

Hormones to stagger harvests of the same crop and thus stabilize employment of smaller numbers of people for longer periods.

Seeding, fertilizing and controlling pests all in one operation by first dipping seeds in solutions containing growth and protective ingredients.

Weight increases of as much as 30% in animal breeds improved by antibiotics.

Hormone treatments to induce an additional gestation period annually

EAGER READERS?



yes,
and "live"
ones, too!

Readers just can't resist the many features ... especially the close-to-home editing of their Farmer-Stockman. Mr. R.F., of Ponca City, writes ... "I want the Oklahoma Edition because I don't know the towns or the people in Texas but I do know every town in Oklahoma."

Yes, the separate editing of the Texas edition and the Oklahoma edition of the Farmer-Stockman rings-the-bell with readers ... helps keep them eagerly awaiting each issue. This is good for our advertisers!

the Farmer-Stockman

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
WKY Radio • WKY-TV
Represented by THE KATZ AGENCY

VENDING MACHINES UP 200% BY '65

Sales of the vending machine industry, now estimated at about \$1.7 billion annually, should boom to about \$5 billion a year by 1965, according to estimates made by Standard Factors Corp. The company predicts that industry will be using about \$200 million worth of new vending equipment annually by 1965. Estimated value of all vending machines in operation today — \$750 million.

ADVERTISING WILL DOUBLE

Cash outlay for advertising in all media should reach the \$15 billion mark by 1965, compared to the \$8.1 billion spent in 1954, according to Elwood Whitney, executive vice-president of Foote, Cone & Belding advertising agency.

The reasons, according to Whitney, are that businessmen recognize we are in an era in which prosperity is keyed not to production but to consumption and they will continue to expand their investment in the stimulation of demand at an ever-increasing pace; also, the population is growing at the rate of 220,000 per month and expenditures must be stepped up to reach bigger markets.

for sheep and hogs.

Synthetic milk to relieve sows of feeding their young so that geneticists can breed strains producing litters of 16 or more.

Synthetic equivalents of meat and milk for human consumption are not far off. The first sticky fluids or shapeless gelatins will be devoted to medicinal uses. Their proteins will be more nourishing than cereal paps. In time, entirely new types of "meat" and "milk" may be created. Eventually the chemical equivalent of beef-steak, without bone, sinews or waste, may be made in huge vats to retail at 20 cents a pound.

Advertising will be firmly tied to the food industry's progress. Some 67% of food executives queried by General Foods indicate increases in their firms' advertising budgets in the next few years. Large increases are predicted by an additional 15%. No significant change is foreseen by 12% and only small cuts are expected by the remaining 3%. Promotional allowances and deals will be continued roughly as at present by 63% and increased in scope by 20%.

On the operational side, electronic marvels are anticipated to assist in order-selecting and writing, shelf-stocking, price-marking and carrying out of purchases. None of these will revolutionize food retailing in the next 10 years, however.

Major obstacles to further retailing advances? It is hard to improve on a system where the customers do so much of the work and get such a kick out of it.

The End

TACONITE brings \$500,000,000 to the BOOMING DULUTH MARKET

The development of Taconite resources at the Head of the Great Lakes is the greatest economic and industrial expansion in the midwest. Involving the construction of whole new towns, new shipping ports, and huge new processing plants all concentrated in the heart of the 11 county Retail Trading Zone of the Duluth Herald and News-Tribune.

Four New Taconite Towns, Babbitt, Silver Bay Taconite Harbor and Hoyt Lakes, will, within the next two years, house more than 30,000 people all of whom are your potential customers.

The Duluth Herald and the Duluth News-Tribune are the only daily and Sunday newspapers giving complete coverage of this rich new market.

Combination Daily	Sunday
81,015	72,332
ABC—6-month period ending March 31, 1955	

DULUTH HERALD Duluth News-Tribune

Ridder-Johns, Inc., General Advertising Representatives
New York • Chicago • Detroit • Minneapolis • San Francisco • Los Angeles

Eliminating "Dud" Territories?

You have a running start with this issue in determining past and future ten-year trends.

For full marketing information see Sales Management

Survey of Buying Power

386 Fourth Ave., New York 16, N. Y.

"Gradually, more businessmen are learning that the birth and breeding of a business takes something more than personnel or stock or fixtures or location. The essential ingredient is customers . . . and customers are created by advertising."

Ad Spending by '65: \$15 Billion

BY LAWRENCE M. HUGHES

In 1965 more and more effective advertising will be helping to strengthen America's broader and more complex economy.

Tomorrow's "miracles" in products and services must be sold. Whatever science creates for us, sales and advertising must persuade us to buy. In scores of industries such far-reaching forces as chemistry, electronics and nucleonics will beget hundreds of products and will improve thousands of processes. The materials and sinews of our life may expand so fast as to make the "abundance" of 1955 seem small indeed.

But industries, businesses and all of us will benefit from them only if they are *adequately advertised* . . .

In the past decade the total annual investment in advertising has trebled—from nearly \$3 billion to nearly \$9 billion. For much of this decade many industries enjoyed a postwar sellers' market. Today's \$9 billion is only 3.5% of the \$255 billion which our 165 million people will devote in 1955 to personal spending. It is only 2.3% of our record \$385 billion gross national product.

If Ads Adequate

By 1965 our population will climb to around 190 million, and the number of our civilian employed from the present 65 million to around 75 million. The value of our "product" will rise to more than \$500 billion. With more people employed, at higher wages, personal expenditures will reach \$350 billion . . .

... if our advertising is adequate.

Production, wages, profits all stem from demand. To create and continually to expand demand in 1965 will call for the wise investment of at least \$15 billion in advertising.

This advertising will be both more

competitive and more constructive:

1. New and old companies must promote harder, in a more complex and competitive economy, to win their place in the sun. (Through advertising they must in fact "generate their own sun.")

2. To gain trade and consumer markets new industries must promote—must educate—thoroughly. And older industries must strengthen products, policies and promotion to meet them.

3. Industries and companies will advertise more vigorously to *all* the groups on whom their growth depends: employees, stockholders, dealers, suppliers, "group leaders," as well as the mass of their customers and prospects.

4. Diversified and decentralized companies will have not only new corporate identities to establish, but must see that each of their divisions sells and advertises as strongly as the strongest "independent" in each field.

5. More advertising will reflect the growing social and economic responsibility of businesses. Much of this will be frankly—but constructively—"selfish." Motor-car makers, for example, will have trouble selling 12 or 15 million new passenger cars in 1965 . . . unless they get the public and their legislators to build the highways for them. The building industry has a large stake in slum-clearance and civic planning. The future of all industry rests on education, health and morale.

6. Many more businesses will realize that advertising—effective advertising—helps to insure their survival and growth. Tomorrow, more than ever, the vigorous businesses will be the vigorous advertisers.

Today's \$9-billion investment for advertising averages only \$2,250 for each of the nation's four million businesses. (and part of this is made by agricultural and other "non-business" factors) A few of the big-

gest businesses, such as General Motors, Procter & Gamble and General Foods, now have individual budgets of more than \$50 million. But only 19,000 businesses are now listed as national or regional advertisers, and probably 90% of all businesses still don't advertise at all.

Gradually, however, more businessmen are learning that the birth and breeding of a business takes something more than personnel or stock or fixtures or location. The essential ingredient is *customers* . . . and customers are created by *advertising*.

More "Big" Advertisers

In 1965 there will be more "big" advertisers (but with budgets not necessarily big in proportion to expanding sales) and there will be a lot more advertisers. Many a small, local concern of today will become a national advertiser tomorrow.

Among the forces helping businesses to start and then to expand in advertising are the agencies and media. Their growth will depend, more than ever, on ability to help advertisers reach more and more logical prospects and to tell the sales story more convincingly.

7. Nearly all Americans will recognize the vital role which advertising plays in the nation's life and economy. Critics of advertising will be rarer then.

Not long ago advertising was being denounced by a varied group of accusers, from educators to bankers.

But today we hear of such men as David M. Potter, professor of history at Yale, saying: "The only institution which we have for instilling new needs, for altering values, and for hastening the public adjustment to [our] potential abundance is advertising."

All of these advertising will bring us, in more abundance, tomorrow.

The End

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NOVEMBER 10, 1955

Ventura, California HIGH SPOT MARKET

1945-1954 Growth

	Index
Population	193
Effective Buying Income	285
Retail Sales	291

This growth is back of Ventura's consistent position among the top half dozen of *Sales Management's* High Spot Cities, and frequently the No. 1 High Spot of the entire nation.

This High Spot Market Blanketed By Ventura County STAR-FREE PRESS

Ventura, California

Represented by West-Holiday Co., Inc.
A John P. Scripps Newspaper



the gift unusual
— dressed Quail —

Give oven-ready and frozen Quail for Xmas and you send the extraordinary gift. This is the rare treat that will mark you as an epicure of fine food and thoughtful gifts.

We will deliver these full-sized quail in dry ice to any place in the U. S. for \$28.00 per doz. prepaid. Minimum shipment 1 doz. birds. Shipments made each Tuesday from Sept. to April. FREE recipes with each order. Send us your gift list now! Check with order, please.

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for business-
or for
family
fun!

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TELETYPE SL139 ST. LOUIS



A LONG-ESTABLISHED MANAGEMENT CONSULTING FIRM is currently seeking several outstanding men to add to its staff because of the continued growth of its marketing activities. College graduates between the ages of 28 and 35 with at least 5 years experience in the marketing area are needed. Candidates should have a working knowledge of these areas: sales organization, sales controls, market analysis, and methods of distribution.

Successful applicants must be:

- Analytical
- Capable of working effectively with top management
- Resourceful in developing original solutions to management problems.

Send complete résumé of experience, education and personal background.

WRITE BOX 3163, SALES MANAGEMENT

PRODUCTION MANAGER. Food processing technologist and packaging specialist. Answer care of Sales Management.

ACCOUNTANT with knowledge of reducing cost in keeping close records of production. Answer care of Sales Management.

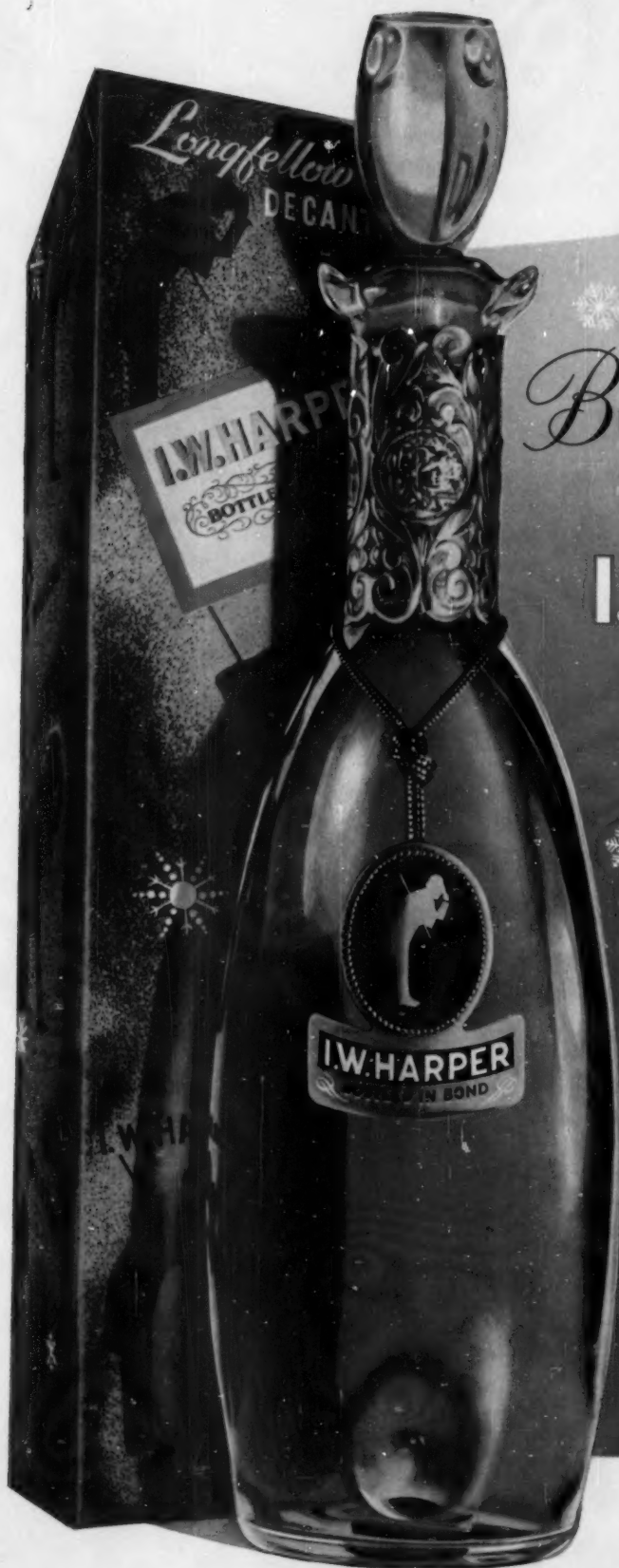
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SALES MANAGEMENT

HUGHES PRINTING CO.
EAST STROUDSBURG, PA.



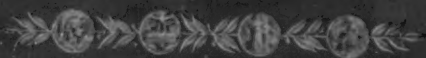
BE THE ONE
WHO GIVES THE

I.W. HARPER

"Longfellow"

An entirely new concept in decanter design, created especially for I. W. Harper by famed designer E. L. DuPre. Uniquely combines grace of line with fine balance for ease of pouring. A fitting showpiece for

The Gold Medal Whiskey
BOTTLED IN BOND



KENTUCKY STRAIGHT BOURBON
100 PROOF

I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KY.

Why do high-income families in Chicago prefer low-priced desserts?



Lester de Puyster was a full-fledged member of the flamingsword, guinea hen, and crêpes suzette set. He frequented restaurants featuring fancy French cuisines, vintage Italian wines and good old American dollars; and rated a smile from frozen-faced headwaiters from coast to coast.

Food was de Puyster's joy in life—also his business.



As president of de Puyster's Pudding Co., Lester made dessert making quicker, easier and cheaper for busy American housewives. When he moved into the Chicago market, Lester decided to concentrate his advertising on the



people who were the best pudding customers. And these, according to Lester, were low-income families who had to pinch pennies on everything from soup to nuts. So Lester made a play for the blue plate special crowd.

But de Puyster's puddings didn't make the dessert course on many tables in Chicago.

Lester talked over his sales deficiencies with a joe who earned his meat and potatoes selling advertising for the Chicago Tribune. And Joe discussed the problem with the à la carte experts from the Tribune's Research Department. Together they came up with this culinary coup: *Middle- and high-income families buy more pudding per family than low-income families.* In fact, they account for 83% of the total sales. How come? Because men who do heavy physical labor demand rich and heavy desserts. Executives in better paying sit-down jobs usually prefer lighter desserts. And the man-of-the-house is the boss when it comes to desserts. To sell



puddings in Chicago, Lester needed an advertising medium that reached the most people in all income groups, with accent on the middle and high. And it just so happened that the Chicago Tribune had just what Lester needed.

So, through Joe, Lester learned how to get his just desserts out of the Chicago market. And they both went out and celebrated with a double order of cherries jubiles.

Nobody knows Chicago like the Tribune.

The Tribune has spent several million dollars to find out facts that vitally affect your Chicago sales. It knows who your best customers are, where they live and shop, why they buy. This valuable information is yours for the asking.



Nothing sells the Chicago market like the Tribune.

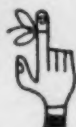
Retail sales in Chicago and the 206 Chicagoland counties are big—valued at \$17 billion. And the best way to sell this market is through the Tribune. Does advertising in the Tribune pay? Just ask advertisers like Jerrems, Northwest Airlines, Youngstown Kitchens and Bates Fabrics.

People may praise the Tribune, fuss about it or blast it—but reading the Tribune in Chicago is just like gondola riding in Venice. Almost everybody does it. Everybody feels its impact. Practically 3 out of 4 families in the Chicago metropolitan area read the Tribune—almost half of all the families in 839 midwest towns read it. (Only 12% of metropolitan Chicago gets the largest national magazine—and less than 1 out of 10 tunes in on an average evening TV show.)



So if you want to know something about Chicago, call in a joe from the Chicago Tribune and put him to work finding out.

P. S. Always remember . . .



If you want to SELL Chicago

TELL Chicago in the

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

